

OCT 23 1934

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXVI

OCTOBER 20, 1934

NO. 16

A NEWSPAPER ADVERTISING CAMPAIGN for America's Leading Cook Book!

*Fannie Merritt
FARMER'S*

THE BOSTON COOKING-SCHOOL COOK BOOK

The advertising appropriation for this 1934 Printing of the best seller of all American cook books has been based on actual sales in twelve leading cities.

In this 1934 Printing the wines have been reinstated in the recipes.

Copies of this 1934 Printing should be prominently displayed as a point-of-sale reminder to your customers.

1,586,000 Copies Sold. \$2.50

Boston LITTLE, BROWN & COMPANY Publishers

Advertising Will Appear Between Now and Christmas on the Food or Household Pages of:

New York Herald Tribune. Sunday. 10 times on Food Institute pages.

New York Herald Tribune. Daily. 10 times.

New York Sun. 10 times.

New York Times Book Review. 4 times.

Boston Transcript. 10 times.

Boston Herald. 10 times.

Chicago Daily News. 10 times.

Philadelphia Evening Ledger. 4 times.

Philadelphia Record. 5 times.

Los Angeles Times. 8 times.

San Francisco Chronicle. 5 times.

Detroit News. 3 times.

Seattle Times. 6 times.

Washington Star. (D.C.) 3 times.

Washington Post. (D.C.) 3 times.

Pittsburgh Sun-Telegraph. 3 times.

Cleveland Press. 3 times.

Cincinnati Times-Star. 3 times.

Concentrate on the Leaders

Crazy Quilt: The Story of a Piebald Pony by **Paul Brown**



Sales appeal strictly limited to younger readers who like ponies, circuses, clowns, dogs, hilarious adventures and scads of illustrations by America's best-known sporting artist. **\$2.00**

Whalers of the Midnight Sun by **Alan Villiers**

Adventure in the Antarctic, a thrilling story about a little stowaway and his pet penguin, based on fact and the personal experiences of the author. For boys of all ages—and many of their sisters.

Illustrated. **\$2.00**

Christmas: A Book of Stories Old and New selected and edited by **Alice Dalgliesh**

A big, handsomely illustrated book of stories and poems about Christmas in every land under the sun, in times ancient and modern.

Profusely illustrated by Hildegard Woodward.

\$2.00

Adventures of Marbot

selected, edited and illustrated

by **John W. Thomason, Jr.**

A colorful and exciting narrative of the exploits of an officer in Napoleon's armies, superbly illustrated in color and line. **\$3.00**



Second Big Season and Second 100 Thousand for **The Scribner \$1.50 Illustrated Classics**

Grimm's Fairy Tales
The Story of Roland
The Story of Siegfried
The Last of the Mohicans
The Deerslayer
The Children of Dickens
Hans Brinker
Poems of Childhood
Westward Ho!
The Boy's King Arthur
Scottish Chiefs
Quentin Durward
David Balfour
Kidnapped
Treasure Island
A Child's Garden of Verses
The Black Arrow
The Mysterious Island
Twenty Thousand Leagues Under the Sea
The Arabian Nights

CHARLES SCRIBNER'S SONS, FIFTH AVE., NEW YORK

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

Treasures for Book Week

THE BOY SCOUTS YEAR BOOK

Edited by *Franklin K. Mathiews*. A wealth of "stories of brave boys and fearless men." Illustrated. (12 and up). \$2.00

THE SCORING PLAY

By *Ralph Henry Barbour*. Unusually good story of school and football. Illustrated by *Neil O'Keefe*. (12 and up). \$2.00

SOUTHWORTH SCORES

By *Ralph Henry Barbour*. A story for the boys interested in baseball. Illustrated by *Neil O'Keefe*. (12 and up). \$2.00



THE PRINCE COMMANDS

By *André Norton*. A Graustarkian story of an American boy who becomes a prince. Illustrated by *Kate Seredy*. (10 and up). \$2.00

BACKFIELD COMET

By *William Heyliger*. A fine Heyliger story of sport and character building. Illustrated by *George M. Richards*. (12 and up). \$2.00

EAGLE CLIFF

By *Maristan Chapman*. Treasure hunt by three boys in the Tennessee Mountains. Illustrated by *James C. McKell*. (12 and up). \$2.00

DRAKE'S SWORD

By *Merritt Parmelee Allen*. Vigorous story of Morgan's buccaneers. Illustrated by *Henry C. Pitz*. (12 and up). \$2.00

A New Story for Girls by Elizabeth Corbett

GROWING UP WITH THE GRAPERS

The popular Graper sisters in college and summering in New York. Illustrated by *Ruth King*. (14 and up). \$2.00

TABITHA OF LONELY HOUSE

By *Hildegard Hawthorne*. A story for girls laid in Old Concord. Illustrated by *William M. Bergner*. (14 and up). \$2.00



THE GIRL AT THE WINDOW

By *Josephine Daskam Bacon*. A mystery story for girls. Illustrated by *Clara Elsen Peck*. (14 and up). \$2.00

THE CHILDREN'S BOOK OF RECENT PICTURES

By *Lorinda Munson Bryant*. Fifty carefully chosen famous examples of modern art, illustrated and with material about the painters. (10 and up). \$2.50

MAKING THINGS FOR FUN

By *A. Frederick Collins*. How-to-do-it book of how to make things out of household odds and ends. (10 and up). \$2.00

D. APPLETON-CENTURY COMPANY

35 West 32nd Street New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

Junior Books

Three FEATURE Books
for Christmas Giving:

★ THE LITTLE BOOK ABOUT GOD

By LAUREN FORD. A distinguished artist tells in story and pictures that are full of delicate and naïve charm, her conception of God's care of His people.

Nov. 7—\$1.50

(Special Limited First Edition, bound by French Binders, with signed paintings by Lauren Ford. \$7.50)

★ THE LORD'S PRAYER

Pictured by INGRI and EDGAR PARIN D'AULAIRE. "The book a child can love."—May Lamberton Becker. Protestant or Catholic Edition.

Published—\$1.50

★ THE CHRIST CHILD

Told by Matthew and Luke with pictures by MAUD AND MISKA PETERSHAM. The most beautiful picture book of the story of the Nativity.

Published—\$2.00

(The Christ Child Crèche—a cutout scene for Christmas celebration. \$5.00)

Marguerite Clement

FLOWERS OF CHIVALRY. Heroines and heroes of old France, by the author of *Once in France*, colorfully illustrated.

Published—\$2.50

Sonia Mazer

YOSSELE'S HOLIDAY. A little boy learns the story of the brave Maccabees and the traditions of the Feast of Hanukkah. Illustrated with vivid pictures by the author.

Published—\$1.50

Dorothy and Marguerite Bryan

FUN WITH MICHAEL. Michael and Patsy, the irresistible little Sealyhams, and their sailing adventures.

Published—\$1.00



Mildred Criss

THE RED CARAVAN. It led brave young Francesca and Nonno to adventures and happiness along Alpine roads.

Published—\$1.75

Rita C. McGoldrick

THE CORDUROY TRAIL. A fine story for the 'teens, as refreshing as the North Woods which provide the background for lively action.

Published—\$1.75

Doubleday, Doran

One of Kurt Wiese's
delightful illustrations
for Phil Stong's jolly
American story.



Howard Pease

THE SHIP WITHOUT A CREW. Stirring new sea adventure by the author of *The Jinx Ship* in which Tod Moran uncovers a mystery in Tahiti. Illustrated by Anton Otto Fischer. Published—\$2.00

Augusta Huiell Seaman

BITSY FINDS THE CLUE. Historic Williamsburg and its college is the setting for this exciting new story by one of the best-loved writers for girls. Published—\$1.75

THE RIDDLE AT LIVE OAKS. Two pleasant puzzlers for younger mystery enthusiasts. Published—\$1.75

Phil Stong

FARM BOY. With pictures by Kurt Wiese. The author of *State Fair* tells the story of three boys and their endless round of good times on a big middle western farm. Nov. 14—\$2.00

John J. Flaherty

'BOARD THE AIRLINER. A dramatic trip on a modern transport plane—with glimpses behind the scenes—told graphically with photographs on every page. Oct. 31—\$2.00

Marjorie Flack

HUMPHREY. Humphrey is a box turtle whose wayside adventures with boys and girls cover almost a century of America's story. Delightfully illustrated. Nov. 14—\$2.00



Sanford Tausey

COWBOY TOMMY'S ROUNDUP. Lucky Tommy rides the range with the cowboys on a western ranch. Many pictures in color. Oct. 31—\$1.50

TIM TADPOLE and the Great Bullfrog. A lively little tadpole grows up in a spring-time pond. Published—\$1.00

NO. 12 JOY STREET

A big, "joyous" Omnibus for children from 7 to 12. Six full-page color pictures and a linecut a page, by Thomas Derrick. Published—\$2.50

YOUNG MODERNS, the best-selling reduced-price group of juvenile books on the market. All copyright material, formerly costing \$2.00 and more—and without sacrificing good book making to lower price now **75¢**

DOUBLEDAY, DORAN & COMPANY, Inc., Garden City, N. Y.

Children

WILL ENJOY
AND PRIZE

These DODD, MEAD Books

THE CALICO BALL

By Emma Gelders Sterne

A sterling novel for older girls, about the changing Old South—particularly Birmingham—in the eighties. In the same group with "No Surrender" and "Amarantha Gay, M.D." Illustrated. \$2.00.

CARMEN—SILENT PARTNER

By Chesley Kahmann

On a great coffee plantation in the hills of Puerto Rico, Carmen supports her brothers and sisters—with fun and frolic on the side. (Ages 10-15.) \$2.00.

THE 35TH OF MAY

By Erich Kästner

Amusing adventures of a boy and his uncle in the topsy-turvy land of Cockaigne. By the author of "Emil and the Detectives," "Annaluise and Anton." Illustrated. (Ages 8-12.) \$2.00.

FROM JUNGLE TO ZOO

By Lucile Q. Mann

An exciting account of adventures by the author and her husband, who is curator of the Washington, D. C., Zoo, while trapping birds, animals, and snakes in faraway lands. Illustrated. (Girls 12-16.) \$2.00.

HIGHER THAN THE WIND CAN BLOW

By Albert Frederick Wilson

A merry tale of adventure to be read to little children. Beautiful illustrations by Carl Schmitt. (Ages 6-10.) \$2.00.

PIRATE SHIPS—DONE IN MODELS

By Peter Adams

Following "Cork Ships" and "Clipper Ships," the author describes famous pirate ships and tells how to make them in miniature. A kit containing wood, crayons, paste, etc., is available separately at twenty-five cents. (Boys 10-15.) \$1.25.

THE HOUSE THAT JILL BUILT

By Anne Maxon

Jane Frost wanted to be an architect—and one day had the chance. Interesting, practical story of new vocation for girls. Illustrated. (Ages 12-16.) \$2.00.

THE BOYS' BOOK OF COWBOYS

By Irving Crump

A book that answers the thousand and one questions in the average boy's mind about cowboys and their work. Illustrated. \$2.00.

TELL THEM AGAIN TALES

By Margaret Baker

A new book of fairy tales, never before published, with silhouette illustrations by Mary Baker. (Ages 4-7.) \$1.75.

POLLIE WHO DID AS SHE WAS TOLD

By Margaret Baker

Pollie did *exactly* as she was told—and found herself in all sorts of amusing scrapes and troubles. Silhouette illustrations by Mary Baker. (Ages 6-10.) \$1.75.

Important juveniles recently taken over from other publishers include *The Complete Nonsense Book* by Edward Lear, now \$2.50; *Stowaways in Paradise*, Don Blanding's story of two boys in Hawaii (\$2.50); *A Child's Book of Stories*, illustrated by Jessie Willcox Smith, now \$2.00; *The Golden Treasury*, and *The Wonder Book*, both illustrated by Maxfield Parrish, now \$2.00 each; *South America's Story* (\$2.50); *Bob Flame, Ranger*, by Dorr Yeager (\$2.50); *The Correct Thing: A Guide Book of Etiquette for Young Men*, by William O. Stevens (\$1.50).

DODD, MEAD & CO., 449 Fourth Avenue
New York City

Hamilton on Handicraft

DODD, MEAD AND COMPANY have the honor of announcing that they have taken over the books of Edwin T. Hamilton, foremost American writer in the field of handicrafts and allied arts.

Our titles, previously published by Harcourt, Brace and Company, will hereafter appear with the Dodd, Mead imprint and two new books, never before published, will appear on the Dodd, Mead list for 1935.

A carefully planned series of titles has been scheduled for publication during the next three years which will cover the entire field of handicraft and allied arts and will constitute the most complete and up-to-date group of books in this field of widening importance.

Titles Already Published:

COMPLETE MODEL AIRCRAFT MANUAL	\$3.50
HANDICRAFT FOR GIRLS	3.00
THE BOY BUILDER	2.50
PRIZES AND PRESENTS EVERY GIRL CAN MAKE	2.50

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**The MEAD
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Now
\$2



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■ For a limited time these magnificently printed and illustrated classics, averaging ten full-page color plates to a volume, are available at the bargain price of two dollars. Stock now ready for shipment.

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By Frank T. Bullen

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By Alexandre Dumas

THE THREE MUSKETEERS
By Alexandre Dumas

LES MISÉRABLES By Victor Hugo

MOBY DICK

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EVERYBODY'S WASHINGTON

By Herman Melville

By Herman Melville

By Herman Melville

By Michael Scott

By Arthur A. Knip

DODD, MEAD & COMPANY 449 FOURTH AV
NEW YORK CITY

SUCCESS!

Blue Ribbon Books

386 FOURTH AVENUE
NEW YORK, N. Y.



WADDLING ON TOWARD 100,000!

Mickey Mouse has stepped straight from the pages of **THE MICKEY MOUSE WADDLE BOOK** into public popularity, and is waddling down his scenic runway to new records.

The advance sale of this revolutionary juvenile was 43,000 copies.

Eighteen stores and dealers became charter members of the "1,000 Advance-Order Club." These are the stores which saw the tremendous possibilities in the world's most-loved juvenile character ---

Gimbel Bros.
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American News Co.
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Woodward & Lothrop
McClelland and Stewart

Marshall Field & Co.
Mandel Bros.
Western News Co.
McClurg's
New England News Co.
R. H. White & Co.
The Golden Rule
Doubleday, Doran Bookshops
Loeser's

Marshall Field sold 125 the first week -- and that was in August. Marcella Burns Hahner says there won't be any top when Christmas buying begins.

Blue Ribbon Books now follows this juvenile sensation with another --

THE WIZARD OF OZ WADDLE BOOK -- The complete story, all the original Denslow illustrations, PLUS SIX WADDLE CHARACTERS and a ramp. See the next pages for details.



-now comes

over 

...in a WADD

★ **ALL
the Story**

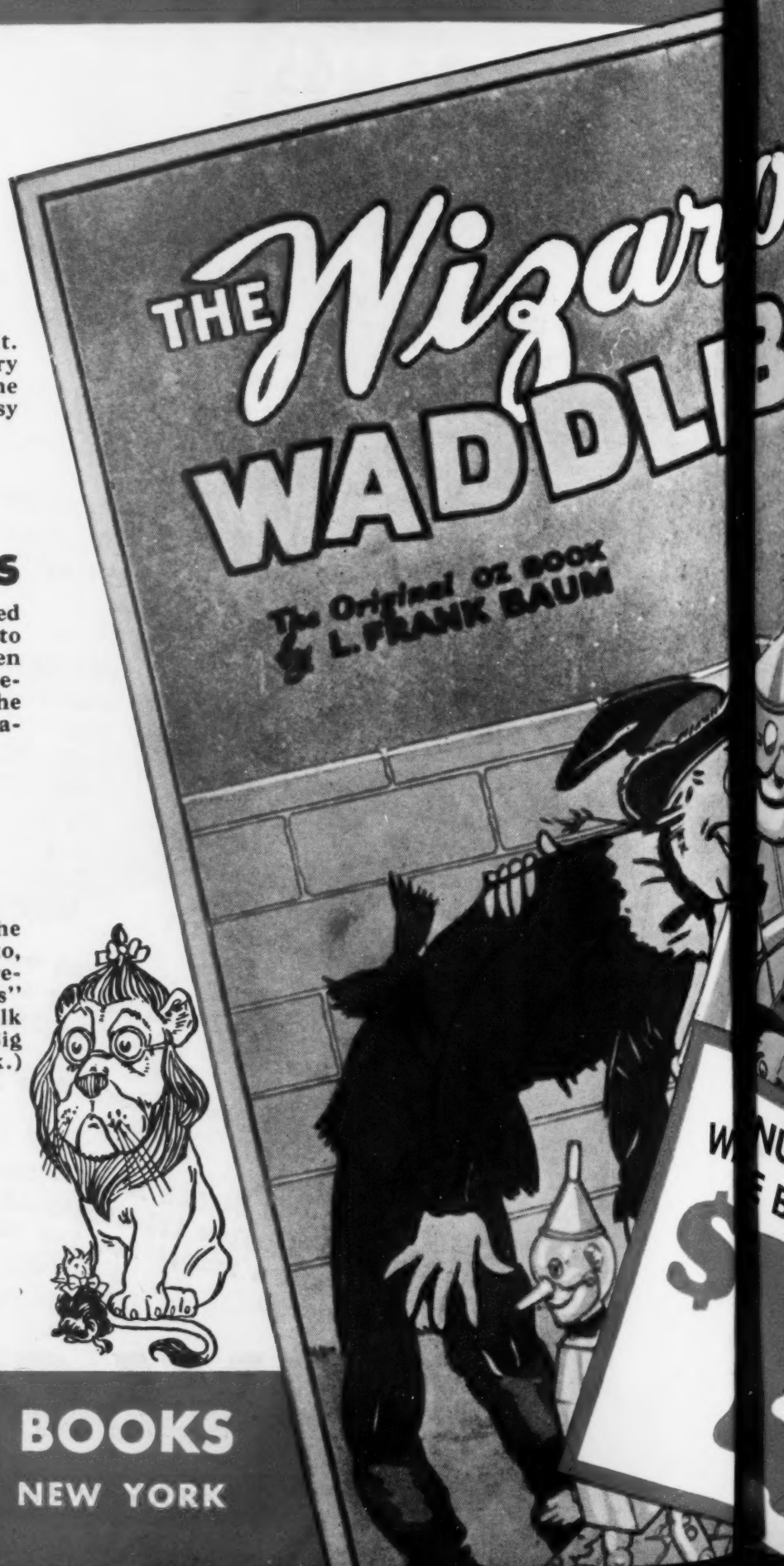
208 pages. Not one word left out. America's own favorite fairy story, printed right from the original plates. Big type, easy for children to read.

★ **ALL
the Pictures**

Every one, the book is packed with them from title-page to tail-piece. All the famous pen and ink drawings of the Scarecrow, Tin Woodman and the rest. And four full page illustrations in color besides.

★ **6 Waddle
Characters**

All the favorites: the Wizard, the Cowardly Lion, Dorothy, Toto, the Tin Woodman and the Scarecrow in *full-color* "Waddles" that snap out, fold up and walk right off on their own feet. (Big Ramp in color with every book.)



BLUE RIBBON BOOKS

386 FOURTH AVENUE, NEW YORK

THE BOOK

WIZARD OF OZ WADDLE BOOK



The Biggest Value for \$2

**You've never had any-
thing to equal it on
your juvenile table!**

THE WIZARD OF OZ WADDLE BOOK is a BIG book, more than twice as big as the \$1 *Mickey Mouse Waddle Book*. Its bulk, with the ramp, is 2 $\frac{3}{4}$ ". Its size is 7" x 9". 208 pages. It looks like a lot for the money. It is a lot for the money.

THE WIZARD OF OZ is one of the most popular books for children ever published in America. Parents all know it. Children love it. Now, with 6 Waddle characters added, and a price of only \$2 it ought to be your fastest, biggest selling juvenile from the moment it is published. If your order is not in send it at once. And don't stint. You are going to need plenty of THE WIZARD OF OZ WADDLE BOOK.



**COMING
NOV. 1**

—For Your Profit **BLUE RIBBON JUVENILES**

LAST year, 5 of the 10 best-selling juveniles in the United States were BLUE RIBBON titles, headed by the sensational Three Little Pigs, and the Pop-ups. This year we have already given you the revolutionary WADDLE BOOKS.

—and now

YOUR OWN ANIMAL BOOK *by HENRY CRAGIN WALKER Pictures by FRANCES MACBRAYNE*

Another patented idea that is going to click at your cash register. By a special device, any child can make his own name a permanent part of the title on the binding. The animal verses are all hand-lettered, and the illustrations in four colors introduce a young and talented artist who knows how to win the heart of a child.

Only \$1

STAMP COLLECTOR'S HISTORY OF THE U. S.

By L. W. DEVEREUX

A new idea for juvenile collectors—a history of the nation, with space to illustrate it with his own stamps.

Only \$1

Check your stock of THE MAGICIAN'S MANUAL, THREE LITTLE PIGS, THE BIG BAD WOLF AND LITTLE RED RIDING HOOD. Include them in your Book Week display.

BLUE RIBBON BOOKS, INC.
386 Fourth Avenue New York

**WATCH
the P.W.
for Big
News of
the
Pop-ups**



THE JOHN NEWBERY MEDAL, 1934

"For the Most Distinguished Contribution to
American Literature for Children"

has been awarded to

CORNELIA MEIGS

for

INVINCIBLE LOUISA:

The Story of the Author of "Little Women"

8th Printing. Illustrated. \$2.00

Beatrice lived in the days when the great Flemish tapestries were made, a sixteen-year-old girl whose thoughtlessness threw her family into grave peril from which only her superb courage saved them.

BEATRICE THE BRAVE

By

RACHEL M. VARBLE

Illustrated. \$2.00



What boy can resist a story that is both an Indian story and a dog story and a story of a boy captured by Indians?

TAN-TA-KA

By

HUBERT V. CORYELL

Illustrated. \$2.00

Two children living in a house built on a peddler's wagon travel from Vermont to Louisiana nearly a hundred years ago. Painless history, enjoyed by children and highly approved by educators.



THE LITTLE HOUSE ON WHEELS

By **MARJORIE HAYES.**

Illustrated. \$1.75

THE ORCHARD HOUSE EDITION

of the Book-Length Stories of

LOUISA M. ALCOTT

is the ONLY inexpensive edition of

LITTLE WOMEN

LITTLE MEN

JO'S BOYS

AN OLD-FASHIONED GIRL

EIGHT COUSINS

ROSE IN BLOOM

UNDER THE

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JACK AND JILL

Large, attractive books, sturdily bound, illustrated in full color. \$1.00 each.

Be Sure to Specify the Orchard House Edition

Sairy Ann Hall, of "Mountain Girl" fame, now educated, returns to her mountain home in

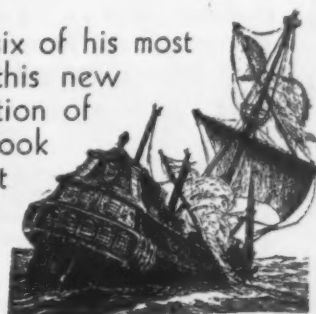
MOUNTAIN GIRL COMES HOME

By

GENEVIEVE FOX

Illustrated. \$2.00

Anton Otto Fischer made six of his most thrilling sea paintings for this new Beacon Hill Bookshelf Edition of the John Newbery Medal Book of 1924. One of the best pirate stories ever written.



THE DARK FRIGATE

By **CHARLES BOARDMAN HAWES.** \$1.75

Boston

LITTLE, BROWN & COMPANY

Publishers

ROLAND The Warrior

By *Virginia M. Collier*
and *Jeanette Eaton*

The deathless story of Roland, from the days of his boyhood in Italy to his last battle at Roncevaux. "Mrs. Collier has done research in all sorts of primary sources hitherto ignored except by scholars, and has built from this material a colorful, dramatic and swift-moving chronicle. . . . Of undoubted scholarship, this version should replace the heavy-going Baldwin *Song of Roland*, and takes a permanent place on the shelves of children's rooms, everywhere, in public and private libraries."—*Virginia Kirkus*. All ages. Illustrated, with many drawings in color, by Frank E. Schoonover. \$2.75



Photograph-Story Books
by *William C. Pryor*
author of "*The Train Book*"

THE STEAMSHIP BOOK

"The first really satisfactory photograph book about life on board an ocean liner."—*Virginia Kirkus*. Ages 6-10. \$1.00

THE FIRE ENGINE BOOK

"These two, with last year's *Train Book*, make a fine trio for the modern child's bookshelf."—*Parents' Magazine*. Ages 6-10. \$1.00

Eleanor Lattimore's
**LITTLE PEAR
AND HIS FRIENDS**

"The undeniable charm of Little Pear, who makes his second appearance in Miss Lattimore's new book, is due largely to his own traits. A lovable little boy—now six years old—who constantly and successfully gets into mischief, is likely to be loved by other six-year-olds everywhere. Little Pear is an Oriental, but his experiences are never foreign to our children."—*May Lamberton Becker*, *N. Y. Herald Tribune*. Ages 6-10. Illustrated by the author. \$2.00



DANCE OF THE HOURS

By

Florence Choate and Elizabeth Curtis

In the old-fashioned part of a great city's theatre district stands one of the world's most famous opera houses. High up under the roof is the ballet school, the scene of this story of a very real group of girls who want to become successful ballet dancers. The thrilling atmosphere of the opera, and the struggles of one girl in particular to win her place, make an exciting book that is sure to be thoroughly enjoyed by modern girl readers. Ages 12-16. Illustrated by the authors. \$2.00



HARCOURT, BRACE & COMPANY, 383 MADISON AVE., NEW YORK

THE TRAIL OF THE BOREALIS

By Eve Grey

"Manitoba setting . . . A 12-year-old boy, in a crack-up with his brother in their plane, finds it is up to him, and treks his way alone to safety. Good adventure—good yarn. The boy is a real character."—*Virginia Kirkus*. Ages 10-16. Illustrated by Langdon Kihn. \$2.00

Dorothy Kunhardt's NOW OPEN THE BOX

"By the author of *Junket Is Nice*—a new picture book that would fit in well on the youngest reader's bookshelf alongside Edward Lear's *Nonsense Rhymes*."—*Daily Oklahoman*. Ages 4-8. Illustrated by the author. \$1.25

By S. S. Smith

THE LAPP MYSTERY



This is the third in Mr. Smith's series of mysteries for boys, (he is the author of *The Glacier Mystery* and *The Feud Mystery*), and his new story establishes him as a fine, exciting writer with the uncommon gift of making faraway lands and their people intensely real. This is the story of Jona, Lapp boy and reindeer herder, who becomes the friend of Errki, son of a Finnish trader. Their adventures solving a strange mystery with the help of the Russian Secret Police leave nothing to be desired as far as exciting events go. And the *N. Y. Sun* says: "The background alone is worth the price of the book. . . . The earthy simplicity of the tale is somewhat reminiscent of *The Growth of the Soil*." Ages 12-16. Illustrated by James Reid. \$2.00



Stephen W. Meader's LUMBERJACK

"One can count on two main things in a Stephen Meader story," says *Virginia Kirkus*. "A good yarn, well told; and substance that the average boy's adventure story lacks. This is a tale of lumbering in the New Hampshire woods, a good red-blooded outdoor story." Dan becomes a real lumberjack, earning the money that will send him to college, and having adventures galore. Undoubtedly this is Stephen Meader at his best. Ages 12-16. Illustrated by Henry Pitz. \$2.00

Louis Untermeyer's

THE LAST PIRATE

with drawings by
Reginald Birch

Tales from the seven chief Gilbert and Sullivan operas. "With the publication of this book, it seems likely that a whole generation of confirmed Savoyards will have been born."—*N. Y. Times*. Ages 10 and up. \$2.50



A HIGHLY SUSCEPTIBLE CHANGELING

HARCOURT, BRACE & COMPANY, 383 MADISON AVE., NEW YORK

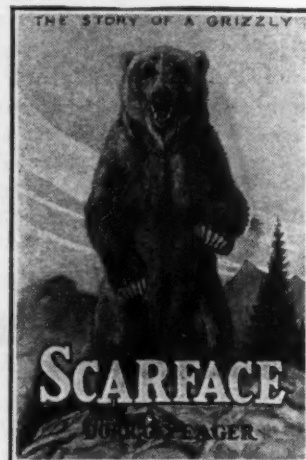
Books that Boys and Girls Like

SCARFACE, THE STORY OF A GRIZZLY

By Dorr G. Yeager

The absorbing story of a grizzly bear, from the time of his birth, through thirty years, until his death. Written with the sure touch of a man who is thoroughly familiar with his subject. *Illustrated in color and black and white by Paul Bransom.*

\$2.00



THE RED ROAN PONY

By Joseph Wharton Lippincott

A red roan colt, born in the wilderness of the western plains, is tamed through the understanding of a boy who gains his confidence. *Illustrated in color and black and white by Lynn Bogue Hunt.*

\$2.00

CITY OF ADVENTURE

By Russell Gordon Carter

Joseph, American-born son of a Czech, is determined to be an American in every respect; yet, when the father, unhappy and dissatisfied, decides to return to the old country to live, the boy feels that he must accompany him. A story of strong loyalties and high ideals. *Illustrated in color and black and white by Manning deV. Lee.*

\$2.00

THE MYSTERY OF PELICAN COVE

By Ruby Lorraine Radford

The Evans children find themselves involved in mysterious circumstances. Finally they discover the missing clue, a code note, which solves the mystery. *Illustrated.*

\$1.75

JIMMY'S SHOES

By Carolyn Treffinger

Little Jimmy Whiting finds the way to bring together his father, mother and grandfather who had been separated through the foolish misunderstandings of grown-ups. *Illustrated.*

\$1.50

INLAND DEEP

By Richard Tooker

Strange knockings on the resonant walls of a deep cavern chamber in the heart of the Colorado Rockies lead a party of explorers to amazing adventures far beneath the earth's surface. *Illustrated.*

\$1.00

Philadelphia

THE PENN PUBLISHING COMPANY

Books that Boys and Girls Like

THE TRAVELING TOYS

By *Theodora DuBois*

Nancy and David take their toys with them on a trip abroad and this book tells of their delightful adventures in England, France, Germany and Italy. *Illustrated in color and black and white by Fern Bisel Peat.* \$2.00



LITTLE SOLDIER OF THE PLAINS

By *Marian McIntyre McDonough*

How Marian Blane meets the difficulties and adventures of a journey from Chicago to Colorado in 1871 makes a story rich in interesting and colorful incident. *Illustrated in color and black and white by Manning deV. Lee.* \$2.00

GOLDEN CAT

By *Albert Bigelow Paine*

Cathy, a little girl with flaxy, flyaway hair, is awakened early one morning by Golden Cat, who tells her of a corner in Fairy Land where homeless cats are made welcome. So begins a fairy tale of the real, old-fashioned, happy-ever-after kind. *Illustrated in color and black and white by Pelagie Doane.* \$2.00

TWO IN PATCHES

By *Blanche Rebecca More*

The adventures that befall Bab and her adored brother Bill and Patches, the very red car, are sometimes merry, sometimes upsetting, but never dull. *Illustrated in color and black and white by Hattie Longstreet Price.* \$2.00

A FRONTIER GIRL OF CHESAPEAKE BAY

By *Alice Turner Curtis*

Jennifer Bradley, fourteen, sailed from England in 1660 for Lord Baltimore's province on Chesapeake Bay. Her experiences among the Indians make delightful reading for girls of the present. *Illustrated by Hattie Longstreet Price.* \$1.50

NEW 50c TITLES

CAMP LENAPE ON THE LONG TRAIL By *Carl Saxon*

THE BLUE SHADOW MYSTERY By *Josephine Chase*

THE SKY RACERS By *Mildred A. Wirt*

THE PENN PUBLISHING COMPANY

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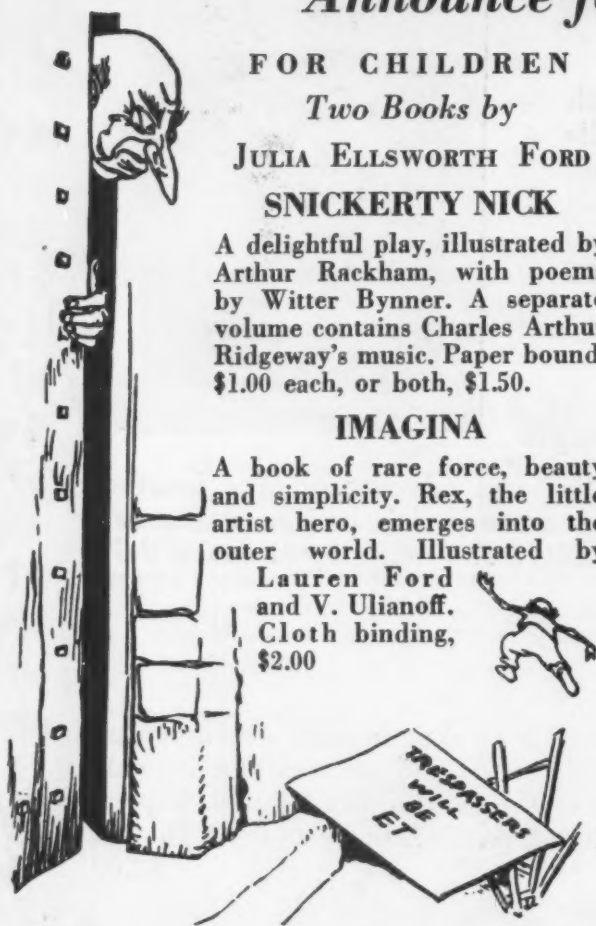
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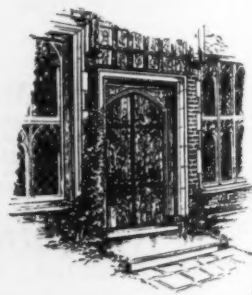
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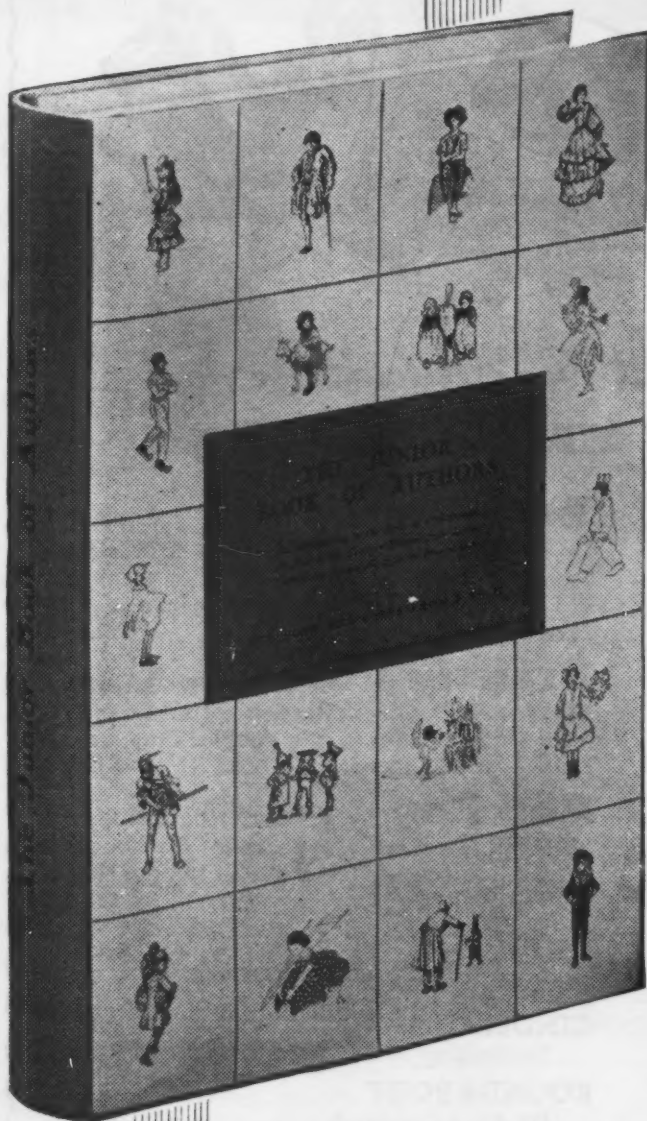
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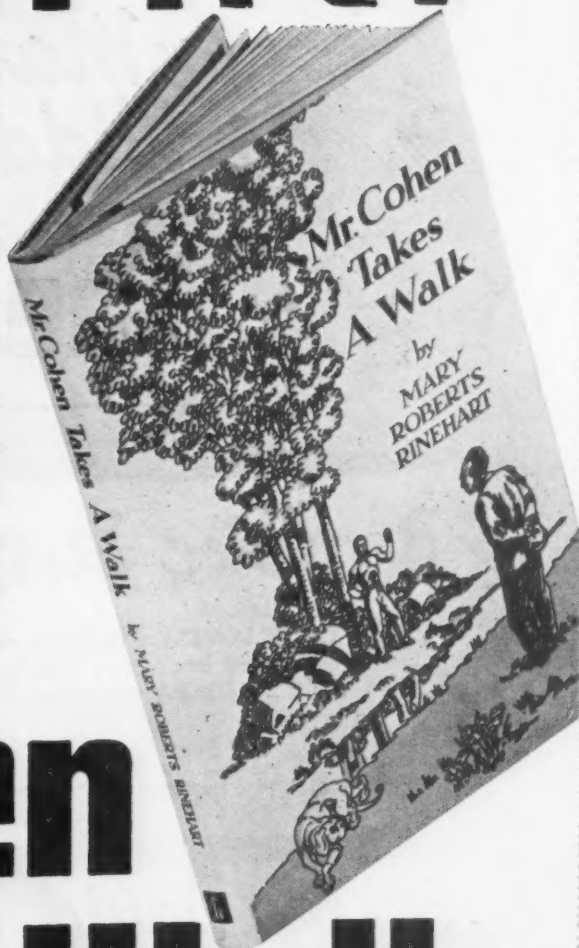
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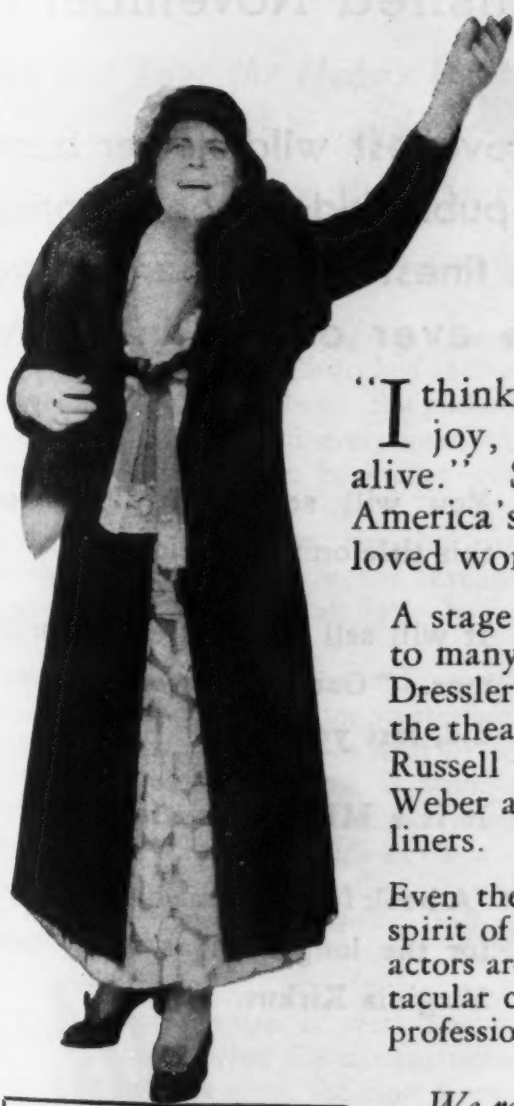
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

OCTOBER 20, 1934

Marketing the Hobby Book

*Why Not Take the Hobby Horse from Its Remote Stall on the Shelf
and Give It a Chance?*

EDWIN T. HAMILTON

Illustration by G. Ruth Taylor

I IMAGINE IF I were a bookseller my idea of paradise would consist of well-stocked shelves holding nothing but best sellers. But authors are not made that way, and every merchant—from the butcher to the bookseller—has learned the value of so-called "staples." These never do a rushing business, but they can be counted on to produce a steady revenue throughout the year. I place all hobby books in such a class.

With the modern trend toward shorter working hours, the demand for interesting, instructive, and useful avocations with which to spend increased leisure time is steadily growing. Adult America is fast becoming hobby-conscious. Junior America never was anything else. The combination should prove interesting to the bookseller, and if he's willing to participate it can be made quite as profitable.

They say that "position is everything in life." We all realize that the current novel and best seller must be given the most prominent position on the bookshelf. At the same time, I make the plea that the hobby horse be taken from its remote stall on the shelf, given a few oats, and shown the light of day occasionally.

Such care is not difficult, not particularly costly, requires little space, and even less effort. Why not give it a chance and see it grow into a useful, steady-pulling, and profitable nag? It will never pay a fortune, but it will produce an income.

I know of no book that lends itself to the

gentle art of "come on" better than the hobby book. It can be made to create good will and attract mass attention.

This question of mass interest and mass sales is a splendid idea if only we can find the mass and interest it. The object of this article is to make a few suggestions along this line.

But first let me ask three questions. Do you know of any novel—best seller or otherwise—that will bring your store and only your store free newspaper and word-of-mouth advertising and publicity? Do you know of any that will pack it with adults and juveniles? Can you point to a single one that will bring you the support of every civic organization and philanthropic group in your community? I claim that the hobby book and what it stands for can be made to do this.

It is fair to assume at the outset that the store is an attractive one, that pleasant clerks are waiting to show up-to-date stock attractively displayed. Under these conditions, the fundamental consideration of the bookseller is how to get Mr. and Mrs. Public and their children inside his doors. He must not only get them inside his doors, but must have some means of keeping them there long enough to interest them in his stock.

What can be used for bait? It must be something old customers, would-be customers, and potential customers will bite at. It should be so good that if they only nibble,

the results can be counted in dollars and cents.

Have you ever seen a boy who has just finished making something himself? He is bursting with pride! It does not matter if dad is reading his paper, mother cooking, grandma darning, or sis has her beau on the front porch looking at the moonlight, all activities must cease while Bill displays and explains his work. Try and get away!

Suppose you went to him and said, "Bill, I like your work so much that I think the public ought to see it. How about exhibiting it down at my store?" You immediately become his oldest and dearest friend and quite the most important citizen on his horizon. Your invitation is proudly announced at the dinner table that night. A solemn promise to come down and view it is extracted from all. The fact that you have seen it around the house for six months makes no difference whatever. The next day every kid at school knows it, as well as relatives and friends.

Enter mother, dad, sister, brother, aunty, uncle, friends, and neighbors. Straight through your doors! Bill has become your personal guarantor, your best press agent, and your most willing salesman. How would you like a thousand Bills and Marys working for you?

Then hold a hobby show!

Don't throw up your hands in horror. It does not mean additional clerks. It does not mean moving a thousand stock items, nor is it necessary to turn your entire store into a museum. Any small corner equipped with a table, shelves, or a counter will serve splendidly. Even the basement could be utilized for such a purpose.

For argument's sake, let us say you are willing to try it. That you have found a corner in your shop suitable for this type of show. The next question is how to locate and obtain such exhibits. Obviously a bookseller cannot go into the street and hope to pick up Bills and Marys. It cannot be handled through individuals at all. There is a far better way to do it than that. Here is where mass interest comes into the picture.

The accompanying illustration shows a few of the boy and girl organizations that can be tapped by any bookseller for exhibits of dozens of hobby articles. Most of them are represented in every community. Look them up in the telephone book, ask any

school teacher, see your welfare director, or ask the boys and girls on any playground. Any one of them can give you the desired information. Get the heads of any of these organizations on the phone and say, "I'd like to have an exhibit of some of your work in my store. Can we get together?" See what happens! You'll get all the cooperation you can handle.

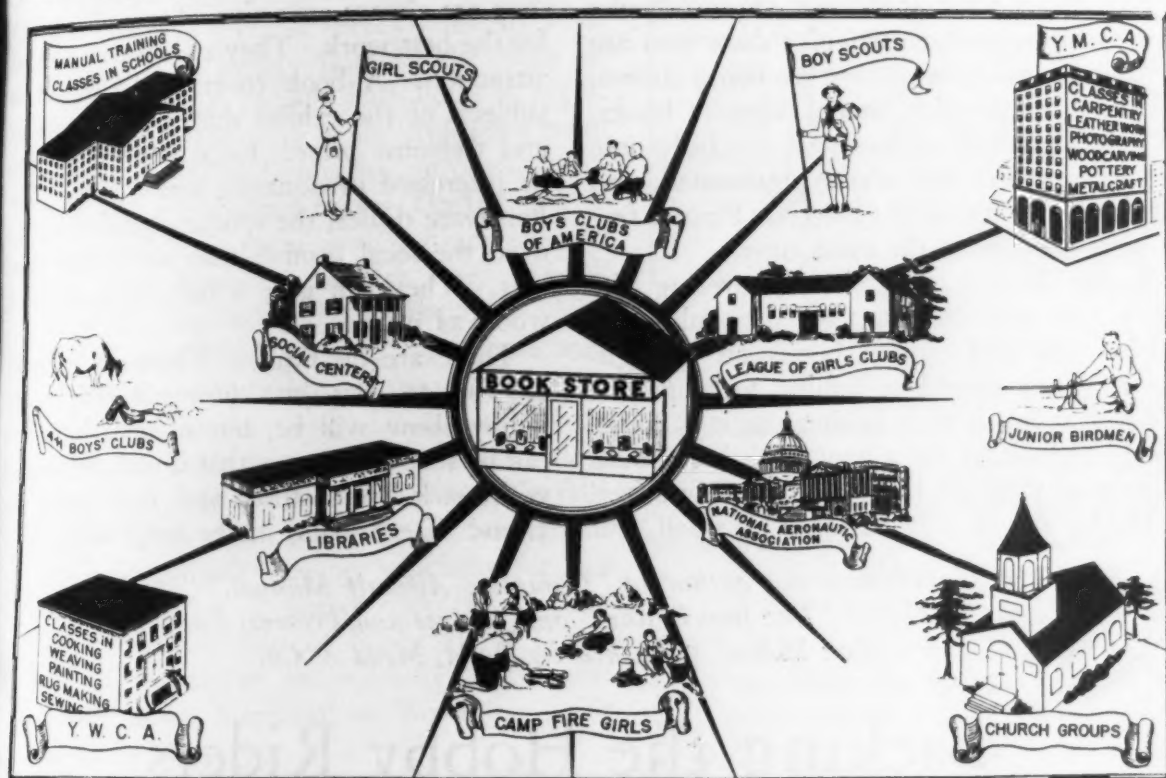
Let's look over the map and see just what our chances are. Can you find yourself in the center? Take a peep at what surrounds you. There's the Boy Scouts with 868,790 members. You have one or more troops in your town. Possibly you think they are interested only in woodcraft. The actual truth of the matter is that they are interested in studying and taking examinations for merit badges in ninety-eight different subjects. There are hobby books covering most of them. Similar interests attract 298,340 Girl Scouts, 250,000 Camp Fire Girls, 247,950 members of the Boys' Clubs of America, 965,386 boys in the Y.M.C.A., and 600,000 girls in the Y.W.C.A.

To such a list must be added the various community groups, such as church societies, social centers, manual training schools, art classes, and many libraries. Two large model airplane organizations of national scope have sprung up in the last few years. The Junior Birdmen of America have some 116,000 members, while the junior division of the National Aeronautic Association adds other thousands.

Our own Department of Agriculture at Washington sponsors the famous 4-H Boys' Clubs with their many thousands of members throughout the farming districts, while a chapter of the League of Girls' Clubs can be found in most large cities.

A few of the subjects these organizations teach are pottery, carpentry, mask making, batik, stenciling, art metalcraft, modeling, sewing, weaving, painting, leathercraft, photography, bookbinding, block printing, lamp shade making, hooked rug making, costuming, etc. They teach it and their members make it. They are naturally more than proud to show it. Any of the above subjects lend themselves to attractive, interesting, and instructive exhibits. You have only to ask!

Such an exhibit may be handled in two ways. The first is to hold it for one particular organization at which everything made by its members is shown. In other words,



There are many organizations which would be eager to cooperate with the bookstore in putting on a hobby show

there would be a Boy Scout exhibit, a Y.M.C.A. exhibit, etc.

The second is one open to all organizations on one specific craft, such as a model airplane exhibit, a pottery exhibit, or a book-binding exhibit. Both of these have merit, but the latter is generally considered the best as it draws the largest number of entries. However, many organizations are large enough in themselves to handle an exhibit within their own memberships.

The question should be settled with the director of the organization. Talk it over with him, see what he suggests, and then give it to him. He and the members of his club will do all the work and run the entire show. They will see that each entry is carefully marked with the name, address, and club of the owner. They will arrange all exhibits on your counters or tables.

There is one safeguard that the bookseller should take. As the various entries are brought into the store, jot the name of the owner and his entry in a small notebook. When the show is over see that each owner checks out his article by signing his name in your book. This eliminates all question of responsibility.

Local newspapers should be notified of the show and given all possible data, such as the

type of exhibits, opening and closing days, club or clubs that are represented, etc. Allied organizations should be invited to attend. They are always interested in what the other fellow is doing. At least two large posters should be printed. Most of these organizations can do this for you.

One of these should be placed on the wall of the organization, while the other finds a corner in your window. This brings us to an important point. While the "pull" of organized hobby shows is guaranteed, a much larger group can be interested through the medium of a display window. The entire window need not be given to it. A corner will do.

Go to your nearest hardware store, borrow one, and place it in your window with the poster above it. If this cannot be done, have two or three samples of the exhibit there. They are bound to act as magnets. Did you ever see a man, boy, or even the ladies of the family pass a good-looking, well-stocked tool bench in a window? Now that you have located the mass, have the exhibits arranged, publicity seen to, and your window decorated, how about you? You have done everything for the public so far. Now it's your turn. Get down those hobby horses, curry them, and let them do the rest.

Pick from your stock the various books that tie up with the particular show you are giving. If model airplanes are being shown, surround them with model aircraft books. If it is a general hobby show, carefully note the various arts and crafts represented, and display books on these subjects. Place a few in your window at the same time.

If you do not stock items covering the work you are showing, get the publishers behind you and request books on consignment. They should be willing to cooperate. It's just as much their business as it is yours. I may be looking for a new publisher should mine read this, but that's just the way I feel!

Hobby shows may be large or small, but

they are always attractive. Some offer prizes for the best work. They are always an added attraction. A book covering the subject or subjects of the exhibit makes an appropriate and welcome prize. Local dealers can often be interested in donating small prizes. The hardware dealer, the sporting goods store, or even the local lumber man are always good bets. They can give a ball, tools, or stock wood as prizes.

There are no limits. There are no rules. It's up to you just how successful your hobby show will be, but of one thing you can be sure and that is that it will create good will, pack your store, and make you the friend of every kid in the neighborhood!

Mr. Hamilton is the author of "Complete Aircraft Manual," "Handicraft for Girls," "The Boy Builder" and "Prizes and Presents Every Girl Can Make," published by Dodd, Mead & Co.

Backing the Hobby Riders

*Hobby Books, to Be Successful Must Be True to Life and Honest
Toward the Reader*

ANNE CARROLL MOORE

Head of the Children's Department of the New York Public Library

HOBBY RIDING is not new. It has simply become ubiquitous and demands as good equipment in the field of books for boys and girls of 1935 as it does in the field of sports, scientific or mechanical equipment.

From time immemorial the people (which must always include the children), no less than the rulers of a country have had their own spontaneous interests—in the moon and the stars, ships and sailing, fishing and hunting, and swimming, wrestling, dancing and singing; in the ways of animals, birds and bees and butterflies, flowers and trees; in gardening, modeling, drawing and painting, cooking and wood-carving, digging and bridge-building, and the practice of magic so closely allied to the scien-

tific wonders of our more tactical age.

The perennial nature of these and allied interests and the poverty of books with which to meet them remains one of the strongest impressions of my library work with children and since it nearly carried me out of the

field of children's books altogether, perhaps I cannot do better than to trace the list I have recently made on "The Choice of a Hobby" to the source of its inspiration.

It goes back to a large book of colored plates of famous trotting horses borrowed from the Art Department of the Pratt Institute Free Library and familiarly known by an admiring circle of non-reading but horse loving boys ranging in age from eleven to eighteen as "the horse book."



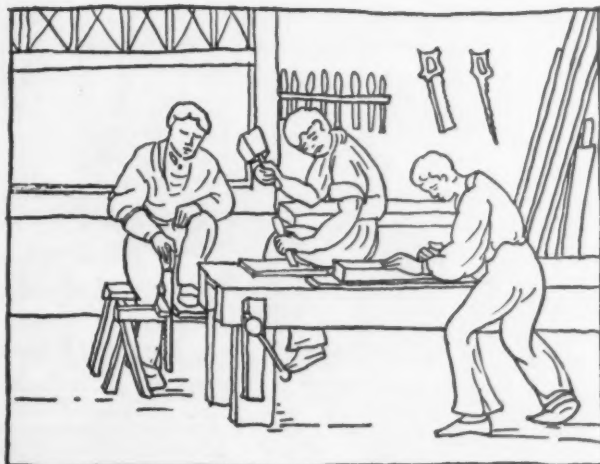
Dan Beard made his books interesting through text and illustrations that were true to life. Frontispiece from "American Boy's Handy Book"

Armed with "the horse book," and such racing lore as I could then command from attendance on county fairs in the State of Maine, evenings which had been a nightmare of rough-housing in the children's room became a delightful interchange of what we all knew or felt about horses. On the shelves of the children's room at that time (the late '90s) stood Baldwin's "Horse Fair," a book of no conceivable interest to the boys or indeed to me, "Black Beauty," and some miscellaneous and very boring stories and anecdotes about horses.

Why on earth doesn't some publisher do a really fine book on horse racing with relation to the horse? I wondered then, and I found myself still looking hopefully for just such a book as I pored over the uncommonly fine selection of books about horses on the shelves of the Children's Library: Robert Bacon Memorial at Westbury, Long Island in May, 1934.

Here it was that I rediscovered the antiquity of polo. An amusing print showing spirited Persian ladies playing the game, and the reminder that it dated centuries before Omar Khayyam, made American polo, first played in a New York riding academy in 1876, seem very modern indeed. Here, too, I found "The Western Pony" (Huntington), a book which would have delighted the eyes of those horse-loving boys of the '90s and satisfied their keen desire to know more of the Navaho pony, the mustang, the horse in the Custer fight. Published in a limited edition at \$10, this is a book whose textual as well as pictorial value is well worth the price.

Interest in horses and horse racing is not dying out. Far from it. From the report of a children's room of a Manhattan branch of the New York Public Library comes this recent testimony. The young driver of a laundry wagon came one day to the children's room and sat turning the pages of Madame Dombrowski's "Just Horses" (Macmillan). "I've always been dreaming about horses," he confided to the children's librarian with whom he had shared his interest for a year or more, "but before I knew about breeding, before I did any real reading about them I used to look at pictures like these and dream I could make a famous racer of the old horse I drive on the wagon. He could beat any horse that ever ran I



Action adds interest to this drawing of an early American carpenter shop in Thomas Hibben's "The Carpenter's Tool Chest" (Lippincott)

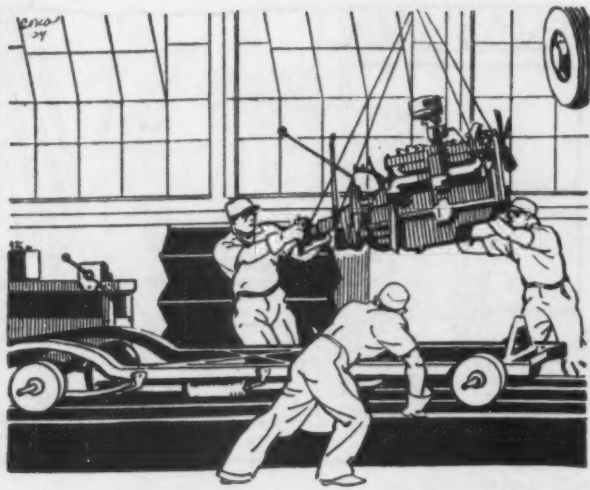
was sure if I only had the chance to train him. But now that I've read all these books and know what's back of a racer I realize it can't be done. Racers have to be born right and treated right. It's a great life, makes you have a whole lot of respect for a horse."

Boys and girls have changed surprisingly little in their natural appetites, aptitudes and feelings during the years I've known them at close range. The subjects which make up the list, "The Choice of a Hobby,"* with the exception of aviation and the radio were as eagerly sought after in the Pratt Institute Free Library in 1900 as they are today the country over. Pratt Institute was then pioneering in progressive education.

Books on various subjects have multiplied but they are still woefully inadequate to the needs of the world of today and to the intelligence of boys and girls who have continuing interest in a subject for its own sake—for the personal joy and satisfaction to be gained from an independent choice which may be made, changed, or expanded at will.

Stamp collecting which is rapidly assuming so large and interesting a place in the hobby field is a comparatively modern hobby. Less than a hundred years ago a French school master is said to have advised his pupils to collect the then available stamps and paste them in the back of their school atlases. Then and there stamp albums began. In addition to the bible of stamp collectors—

* A list of 250 selected hobby books compiled by Miss Moore this year for the F. E. Compton Co.—Ed.



A dramatic illustration of the assembling of an automobile from "Wide Road Ahead!" (Macmillan)

"Scott's Standard Postage Stamp Catalogue," published annually, there are now a goodly number of excellent books on the subject including Ellis Parker Butler's "The Young Stamp Collector's Own Book" (1933, Bobbs) which is readable and informative and the expression of a lifelong hobby of the author of "Pigs Is Pigs." The general installation of stamp departments in book stores presents an opportunity to which every bookseller and publisher should be keenly alive. The wide range of historical and geographical interests, if graphically and imaginatively suggested, rather than didactically and barrenly insisted upon, in their relation to stamp collecting offer innumerable chances for bringing forward the right books at the right time.

The right book for the right child has always been in my judgment his own inalienable right to choose from the best sources available on the subject in which he is really interested. I have always therefore both in my personal experience and in an advisory capacity drawn freely upon books written for adults without reference to the physical age but with full respect for the knowledge and power of assimilation of growing boys or girls with a keen interest in science, art, music or any other subject.

I know that many other librarians have done the same and yet on our library shelves as well as upon bookshop shelves (in lesser number perhaps since the library is usually more receptive) we have accumulated a sorry lot of written-down, unreliable, poorly conceived, patronizingly titled, badly printed and shockingly illustrated books which any honest-to-goodness hobby hunter has every

right to reject at sight. He wants no desiccated, antiquated treatment of a fresh discovery which lies close to his heart, he wants no hodge-podge of hobby suggestions filched from other books, frequently extremely stodgy English ones, by someone who never was a boy or girl, but whose life apparently began at forty with the publisher's assignment to "do something about Hobbies and do it quick."

No book of enduring value is ever made that way. When Dan Beard at the age of 32 undertook "The American Boy's Handy Book" (published in 1882), he not only knew what he was about but he had the fine understanding and full support of Arthur Scribner, then just graduated from Princeton, and of that grand editor Edward Burlingame. The reason the "American Boy's Handy Book" has lasted more than 50 years and is destined to go down as a record in the Americana of future years is that it is true to the life Dan Beard lived as a boy and thoroughly honest in its attitude toward boys of any generation. Dan Beard's boyhood was not unlike Tom Sawyer's in its incident. Growing up in a family of artists in Cincinnati and Kentucky Mr. Beard took to drawing so naturally that it is often forgotten how graphic his books really are. The drawings of shacks and shanties or of a boy "just fishing" are an integral part of them.

The evening on which Mr. Beard came to tell bear stories to a hundred boys gathered in the children's room of the Pratt Institute Library stands out in my memory after thirty years as one of the most authentic tributes ever given an author. Nor did the effect pass with the evening. The boys, all of whom had made things from directions given in the Handy Book, never forgot its author and from that day forward measured all books telling them how to do things by a Dan Beard standard.

It has been good to stir memories such as these which tie up with the life I lived in a Maine village before I became a librarian in New York. By honest confession I may now state that my own particular hobby is list making in sufficiently fluid form to admit of as cordial hospitality to new arrivals as to old favorites provided they are properly certified as competent aids to those seeking information or sheer pleasure. No book of the 1920's was hailed with greater joy and none has lived up more fully to its

promise than Van Metre's "Trains, Tracks and Travel" (Simmons-Boardman), planned and written with authority but with rare understanding of a boy's feeling for the subject.

Boys and girls of the 1930's are finding in "The Boy Builder," "The Complete Model Aircraft Manual," and "Handicraft for Girls" (Dodd, Mead), of Edwin T. Hamilton, that the author of these books has gone straight to the best of all critics, the boys and girls themselves, for proof that the directions given in his books will work. They have been fully tested before they are included.

American publishers may well note the exquisite bookmaking and suitability of two little German books dealing with birds and butterflies which are listed in "The Choice of a Hobby." There is listed also another outstanding example of originality and inexpensive bookmaking dealing with the railroad. The movement of a railway train as a real boy sees it both realistically and imaginatively is shown in "*Klaus der Herr der Eisenbahnen*."

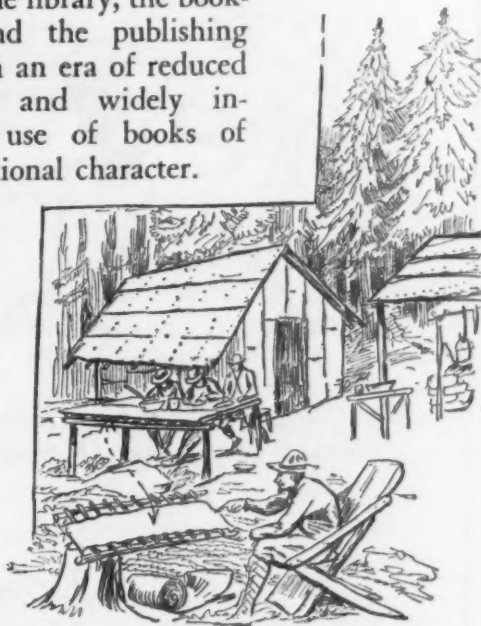
Poor photographic work will no longer serve, however desirable the subject. We have had far too much of it. There is also a definite limit to the photographic appeal. There must be a sound idea behind it and clarity in the expression of it. An outstanding and most acceptable example is "Bridges" by Henry H. Bormann (Macmillan). The author has for years made bridges and bridge-building his hobby. He presents a photographic panorama of bridges all over the United States from an old covered bridge in Pennsylvania to the Royal Gorge Suspension Bridge. The concise informative text has been checked for accuracy from the engineering standpoint. It is, however, the selection of types, with an eye for the beauty of environment of the bridge span, and the clarity of the whole presentation which distinguish this book and give it an appeal to anyone who likes bridges. The reproduction could be improved.

It may be of interest to note that out of approximately 300 books which make up the list "The Choice of a Hobby" (F. E. Comp-ton Company), about two-thirds were published between 1930-34. Many of the subjects are bound to change and change rapidly. This is especially true of chemistry, physics, electricity, the radio, etc., fields in

which A. F. Collins has done long and valued service culminating in a résumé of his findings at the Century of Progress, which he calls "The New World of Science" (Lippincott).

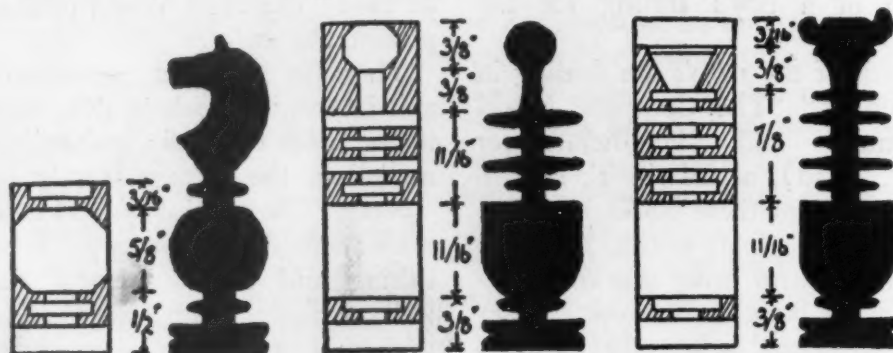
There is abundant opportunity for new and impressive work in these fields and also in the fields of magic, archæology, minerals, modeling, the cartoon, candy making, etc.

Since "The Choice of a Hobby" has been made with the assistance of bookshop, publishing and expert personal experience as well as library experiments with books, and with a strong desire to make it as suggestive and usable from Coast to Coast as possible, it will be as gratifying to its publishers as to me to have the freest comment and suggestion for improvement in future editions. It should be remembered, however, that the list is designed primarily for the person who wants to know for his own information, or for purchase, the most reliable and recent books relating to a given subject, rather than as a selection made for the children's or young people's room of a public library or school library. Public libraries and school libraries are frequently unable to buy the books needed to keep a given subject up-to-date. It is my opinion that a library should at least have the knowledge so generously shared by those I have consulted and here made available in the form of descriptive notes. So only does it seem possible to keep a live wire connection between the library, the bookshop and the publishing world in an era of reduced budgets and widely increased use of books of informational character.

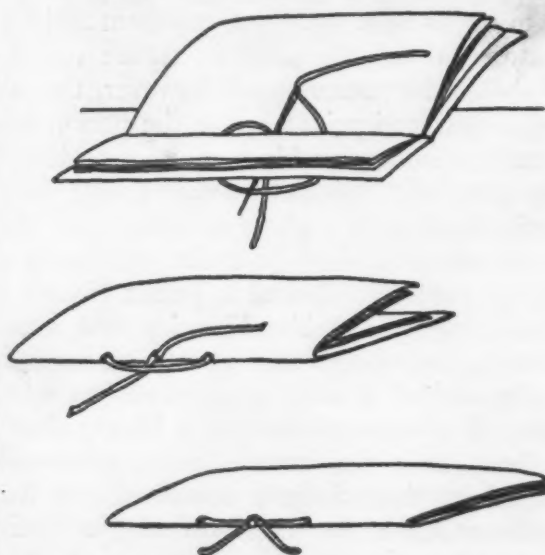


Another of Dan Beard's drawings from "Shelters, Shacks, and Shanties" (Scribner)

How To Do—FROM RECENT HOBBY BOOKS



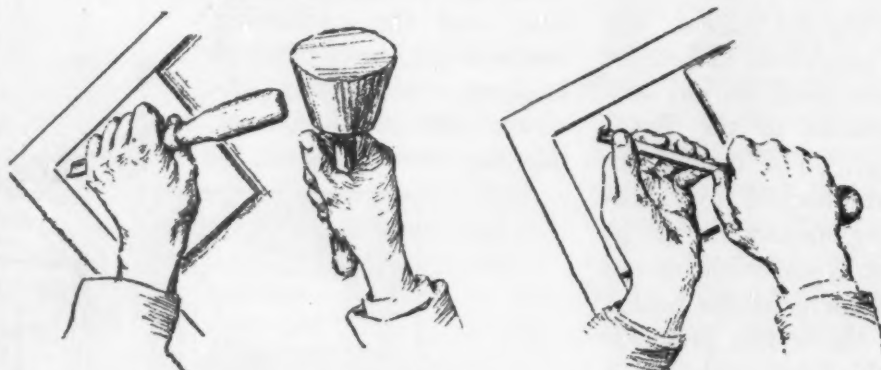
Chessmen from "Home Made Games" by Arthur H. Lawson (Lippincott)



Sewing a Thin Book from *Let's Make a Book* (Macmillan)



How to make a jumping jack from "Makings Things for Fun" by A. Frederick Collins (Appleton-Century)

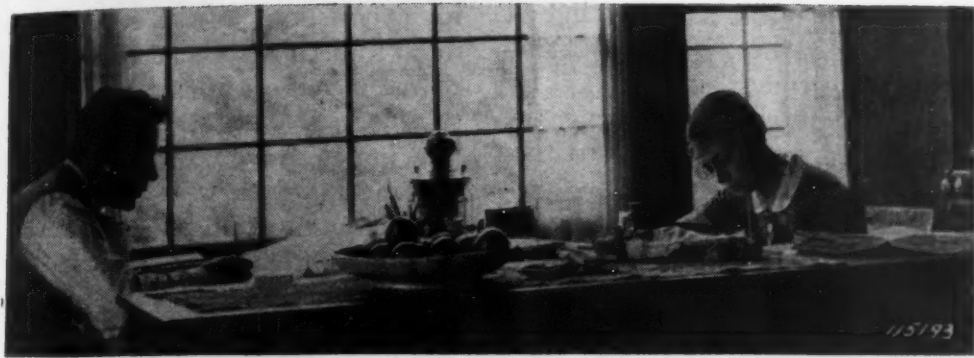


From "Woodcarving As a Hobby" by Herbert W. Faulker (Harpers)

HOW TO REPOT HOUSE PLANTS

How To Repot House Plants from "A Garden in the House" (Leisure League)





Maud and Miska Petersham in their studio

"The Petershams"

The Story of Two Favorite Artists for Children

MAY MASSEE

Head of the Juvenile Department of the Viking Press

PERHAPS THE BEST WAY for me to write about Maud and Miska Petersham and their work is to describe first the place where they live.

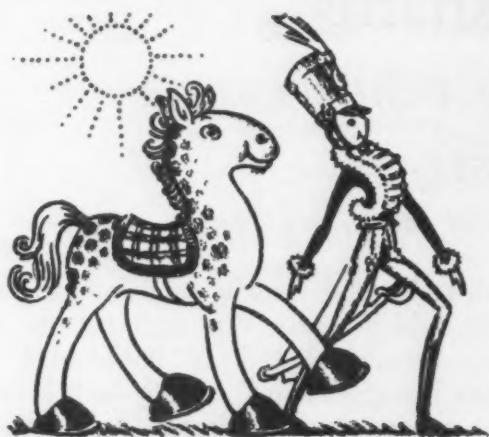
Woodstock is a little town set in a valley between almost parallel ridges that form part of the foothills of the Catskills. The road winds out of the town, rising slowly up the ridge and then running along it halfway up for about a mile. Pretty soon you come to an open space at the side of the road, and there is a rambling stone-house built in under the hill as if it had grown there all by itself. It is a pretty big place now. It is full of doors and windows. There are at least six doors that open out into the sunshine, and, although Miki is the only child in the house, usually all six doors will spout children if any sudden excitement occurs outside. The house started with one huge room that was studio and living-room built around a great stone fireplace, and it was built from hand-hewn rafters collected from an old barn in the neighborhood, beautifully browned with age. A little stairway led up to tiny bedrooms from one of which there was a nice little peephole through which Miki could look down when he was a very little boy, and see what was going on in the living-room, if he had gone to bed, but not quite to sleep. Now the house has been much enlarged with more and bigger bedrooms and porches, and two flagstone terraces (for they are very much an outdoor family) and a studio wing supposed to be sacred to the Petershams' work. Here they have their big

work-tables and drawing-boards facing each other, which works very well for one window, because Maud is left-handed and Miska is right-handed; so they both have the light coming over the proper shoulder. The outside of the house is quiet, with gray stone backed by a green hillside with a lovely grove of pines to the east. Inside the house is gay with painted furniture and cupboards; some of them old and some of them the work of Maud and Miska. The house is exquisitely kept, because it has been presided over for years by "Auntie," who has a genius for that. From this house, within the last ten years, have come a succession of the loveliest and best-loved picture books of our time. These books did not just happen. They are the product of carefully planned years of work.

Fifteen and more years ago, when Maud and Miska were young artists in New York, they had to decide what their specialty was to be. There was advertising, in which they could both excel, and which brought rich returns. That is, brought rich returns for the few years in which a special style would be popular. Miska was far-sighted enough to believe that such work would lose interest for them and that the money would not mean much unless they were doing the work they liked best. So they decided that, as they were more interested in children's illustrating than in anything else, they would work and work and work and get to the top in that field. Working meant not only per-

fecting their drawing, but it meant trying all kinds of printing processes; it meant knowing everything that printers' ink can do for artists' color work; it meant knowing the cheapest and best way to get effects so that they could be used in books and not be prohibitive in price. It meant living on very small returns for years until their reputation was made. But it also meant building for the future, and so they planned their lives.

They moved away from the city where they could have quiet for their work. For a number of years they just did textbooks, and



From "Get-a-Way and Hány János"
(Viking)

odd illustrating as it happened to come their way.

I met them in Chicago when they were working on the drawings for Carl Sandburg's "Rootabaga Stories." Miska wanted to travel in the Middle West to get the feeling for that book. Then they did the pictures and they are delightfully true to the spirit of the book. But Miska was still so close to his European upbringing that many of the pictures seemed to have come straight from Central Europe rather than from the United States. If Miska should make those pictures today, they would have absolutely the American feel, because, with the versatility of a true artist, and with the close association with his own very American little boy, and Mary, their niece, he has absorbed the American scene. Miki and Mary in their latest picture book are unmistakably little Americans in any country of the globe or in any costume they adopt.

Then came "The Poppy Seed Cakes," stories that Margery Clark wrote from association with a nice old peasant woman after she came to America. And that was just the right medium for Miska to give the best of

his experience. Miska said that he wanted to do something he had never done: use very rich flat colors, and have colored borders on the pages. And so that book was made, glowing with color, with all the richness of peasant embroidery—a genuine art contribution brought from Central Europe to this country to stay. Of course the children loved it, and for ten years it has been one of the most popular children's books, as it is one of the best. Incidentally, that book was an amusing experience. One of the most astute booksellers in the trade, as a special favor, told me that we never would be able to sell that book for \$2.00. That was just before it was published, and he has been ordering it steadily ever since. It proved that if a book is good enough, people will buy it.

From "The Poppy Seed Cakes," of course, the natural step was to a book about Miska's own childhood experience—the book of "Miki."

Miska's family lived in Budapest when he was a little boy, but Miska always loved the country, and his grandmother lived in the country; so Miska decided, when he was about nine years old, that the next summer he was going to spend with his grandmother. Money was pretty scarce and Miska knew there would not be money at the time to pay his carfare; so Miska saved all his pennies the whole winter long, and put them into a big bank that was kept away up on the top of the cupboard so that he had to climb to get to it. He didn't tell a soul what he was doing, but when school was over, he said to his mother, "I am going to visit Grandmother at the end of the week, so I wish you would get my clothes ready." Miska's



From "The Poppy Seed Cakes" (Doubleday)



An illustration from the Petershams' forthcoming book *"Miki and Mary"* (Viking)

mother said, "No, you cannot go. There is no money for carfare." And Miska said, "Yes, there is; I have it in the bank." And when his mother saw the money, she couldn't believe that the boy had saved all that himself. But finally she was convinced, and Miska spent the summer with his grandmother. And every summer after that Miska planned what he was going to do with his time. For a number of years, his vacations were spent out on the plains in Hungary, and that is why he knew the gypsies and the herdsmen and the country cottages as they appear in "Miki." The Budapest part and the merry-go-round came from his city life.

People often ask what part Maud does and what part Miska does in a book. Maud does the writing after they talk over what they are going to put into the book. Before they made the "Miki" book, they went on a pilgrimage to Hungary, so that Maud could see the reality of what Miska was talking about, and so that Maud could help choose what material would be most effective in the book. They plan their books together that way, and Maud makes a great many of the sketches and plans the layouts; that is, what pictures to make and where to put them. When it comes to the actual drawing in the book, they decided a long time ago that it would be better to have Miska do that, because it is important to have unity throughout in the pictures of a book. Their instinct

for what children will like is a gift they both have, and it is a combination of the European and the American love for children that makes their books so fascinating.

"The Poppy Seed Cakes" and "Miki" give Miska's background. "The Ark of Father Noah" was a bit of Maud's, and "Auntie," of course, is as full of Maud's own childhood as "Miki" is of Miska's.

When Maud was a little girl, her father was a minister in Kingston, N. Y., and she used to sit in church and draw pictures of the Bible stories, of which her favorite was Noah's Ark. She had always wanted to make a picture book of it, and one day she went to see "Green Pastures" here in New York, and called me up after she got back from the theater, and said,

"We just *have* to make that Noah's Ark book! I have been to see 'Green Pastures' and have been making sketches on my program all the way home." So they made Father and Mother Noah and all the amusing animals in a thoroughly child-like version.

Then came "Auntie." "Auntie" is really Maud's Auntie, and the story about the little girl who hid in the barn when the others went off so that she could stay with "Auntie" is true, and that is how Maud stayed with Auntie for two years when she was a little girl, and how she knew all about the Quaker school and the stern grandfather who meant to be kind. And the part about Auntie and Miki is true, too, because Auntie has been Miki's best friend from

the time when he was a baby and, although now she is very old and not quite as strong as she was, she still is a great and beloved power in all their lives.



From *"Miki"*
(Doubleday)



From *"The Christ Child"*
(Doubleday)

Next came *"The Christ Child,"* for which they traveled to Jerusalem to get their pictures. They say that, while they could have made some of the pictures from photographs, they never could have known really how the country looks from description or from photographs. They had to see the almond trees in blossom around Nazareth to get that lovely black and white picture of the little child shepherd with the lamb on the hill outside the city. And so with all the other pictures that are so human and yet so beautiful that they add to the beauty of the text. It took a long quiet sojourn in Palestine to be able to make them. Probably, back of them all, is the influence of the Italian primitives on Miska when he spent months in Italy as a very young man, drinking in all the beauty that the museums could show him.

Then came the toy book. Wherever they go, they collect toys. Toys mean to them the evidence of a civilization as well as its art. So they made the lovely *"Get-a-way and Hány János"*; taking an American toy and a Hungarian toy and putting them into a toyland which could exist nowhere but in America, and yet which has touches of color and design from many other countries. All the toys in that book are really toys, and children who love it are storing up pictures that will help make history vivid to them later, although they won't know it at the time, and don't know it now.

That same year *"The Story of Things We Use"* series grew out of a desire to make at-

tractive books of information for young children with pictures as an integral part of the text. Their immediate popularity in schools and in the trade shows that they fill a need. Four more books are in preparation for next year.

The modern Russian picture books undoubtedly gave some of the inspiration for these books. Those Russians know the value of pictorial representation of facts and we all have a long way to go in that direction.

And now comes *"Miki and Mary."* Mary is Miki's little cousin, and she lived with the Petershams for two or three years when they were both small. Of course, the trip they take is really a trip that Maud and Miska took a number of years ago when they saw the country as children would see it. The children have perfectly natural adventures in each of the famous places they visit, but the backgrounds are beautiful travel pictures, which every child will absorb and acquire without knowing, a background of beauty and appreciation of other lands besides his own.

It is easy to write about the books—they have set a new standard for book making.

But it is frightfully difficult to put into a few words what the Petershams mean to children's books today. Maud with her American background of New England and New York and Vassar College, Miska with his European background of years in Hungary, Italy, and England, have contrived between them to translate much of the beauty of the old world into terms of the new. This they have done so vividly and so simply that their books have a life-long value for the children who absorb them. And this doesn't half tell the story.



Maud and Miska Petersham



A little North Georgia Mountain boy reading "Frawg," a book which Mrs. Govan had sent him. When Mrs. Govan came to visit him he brought it out to show his appreciation

Southern Juveniles

An Experiment in Reactions

CHRISTINE NOBLE GOVAN

Mrs. Govan is a lecturer on children's books, a book reviewer, author of "Those Plummer Children" (Houghton) and is connected with the T. H. Payne Co. bookstore in Chattanooga, Tenn., where her husband is manager

WHEN I LOOK BACK over the past twelve or fourteen years of my work in children's books, I realize how fortunate I am that that work has not been confined alone to book-selling, library work, lecturing or writing alone, but has been a satisfactory combination of all these activities.

For only too seldom is the bookseller given the opportunity to follow up his sale and to get an honest reaction to many individual books; only too often is the librarian too busy to know each book personally or to listen to the confidences of the juvenile reader, and, alas! all too often is the writer of juveniles writing from an untraceable distance, so far from childhood that not by any magic can he recall the bewilderment, the eagerness, the limited yet fresh outlook of the child, himself.

For a few years I had a child who was confined to her bed—not actually ill, but kept immovable by plaster casts and splints. She is a sociable being and one who draws people to her. My house was overrun with

children, morning, noon and night. Since reading to my children was a fixed habit, we began gradually to include these transient children in the circle, and many and many an afternoon—preferably rainy or snowy ones—we have sat on the floor around a big bean pot of cookies while I read "Treasure Island," "The Swiss Family Robinson," "Diddle, Dumps and Tot," "The Boys and Sally," "The Crimson Sweater," etc., etc.—anything from Longfellow and Shelley to "Bunny Brown and His Sister Sue."

Gradually the impatience of the listener—who often missed a chapter or two—became insupportable, and books began to go home with the visitors, to come back and be replaced by other books.

The bookcase which contained these children's books—open shelves within easy reach—was in a back bedroom. It was necessary to go through the dining-room and a hall to get to it. At the end of three months I took up what was left of my dining-room

rug because a perfectly bare strip had been worn along the side that they walked on.

There was only one stipulation imposed in the borrowing of these books, and the borrower was unaware of that one. No book ever came back about which the reader was not questioned. Few books were handed in without lively discussion. And never, never was there any feeling that there was a method in all this—it was just some lucky pot of gold that they had discovered and they fell upon it with the unquestioning adaptability of children.

The outcome of this living laboratory work was that by the time I was free to go out again I had collected a valuable store of first-hand information that was sincere. I was champing like an old fire horse that hears the alarm to carry this sort of experiment further and soon found that schools welcomed me with open arms when I asked, humbly, if I might come and talk books to the children. The next few years I spent driving my old Dodge from school to school, carting books to one, getting reports from the children on them, carting the same books to another school and getting more reports, talking, talking, talking to children, to teachers, to P. T. A. organizations, to club women, to business women—to street car conductors, to anybody who would listen. By now I no longer felt like a fire horse—I felt like Stephen Leacock's rider, who "dashed off in all directions."

All this time I was editing the book page on the *Chattanooga News*—a job I had bitten off while my little girl was still very ill—and my lectures gradually grew more adult (I guess I did, too, for at the end of a day which included perhaps two lectures, a few reviews, reading to one or two of my own children and considerable chauffeuring I sometimes felt 100). But certain seasons of the year are still devoted strictly to children's books and their reception and success is still of paramount interest to me.

My husband, who was now editing the *Chattanooga Times* book page, joined me in tracking down the child's own reaction, and the hunt became exciting. We carried it into the Negro schools—and thereby hang other tales!—and were the first reviewers, I honestly believe, to run reviews written by the children themselves.

The greatest handicap that we encountered was that the teachers would not be content

to let the children express themselves naturally. They seemed to feel that because we had let the child have a book he was under obligation to give us a favorable report on it, or else they were bothered by the sort of grammar or expression the child used or his handwriting—none of which mattered a tinker's dam to us. All we wanted was to find out what the child felt about the book, and in some blessed places we got it. The results were amusing, astounding and highly edifying.

Every year, at the Christmas season, I go into the bookstore with my husband, and over the counter I sell these books that I have talked to adults about, loaned to children and garnered reactions on. Here I get the reaction of the parent or the adult relative on the same books—and "oh, the difference to me!"—sometimes.

We do a constant work with reviews, exhibits and projects in order to get as many different reactions from as many sources and angles as possible. The result of all this activity is that at the end of eight years in this particular sort of work we have a fairly accurate rule by which to measure the southern child's reaction to almost any book.

First of all, we must admit that the southern juvenile reader is not a unique little animal. He is as diverse and adaptable as the northern or eastern child and has as many different tastes. But he does have a definite background and what he likes or dislikes is inevitably colored by it. His life is less formal, less organized by rule, so that he has less patience with fictional characters who are conventional and whom he labels "sissy."

Recently I sent a story to a well-known girls' magazine. It was rejected for several good reasons, but one of them was that no cultured home would produce a child who said "sorter" and "goner." I wish that the editor, herself the author of several good children's books, could have seen my own children and my nieces and nephews—descended from a long line of at least literate ancestors, agape and gleeful at the correct enunciation of a northern cousin this past summer.

The southern child, of any class, comes in direct contact with a number of Negroes, whose soft, slurring accents have an incapable effect upon the child's own speech which make the sounding of g's and the

meticulous use of r's almost foreign to him. His whole point of view about life is correspondingly easy-going and informal.

The Negro, too, is closely akin to the soil; he has an ancient wisdom and superstition which he imparts—without the consciousness of either—to the listening child. Consequently books which deal with the soil in any locality, books about "de critters," books which deal with children whose lives are untrammelled by too much supervision, are welcomed by the southern child who has come under the casual eye of a Negro nurse.

At a recent 4-H Club meeting which I had attended to collect material for a new book of my own, I asked a group of about forty girls of Junior High age a number of questions about what they liked to read. To the question:

"Do you like books which take you into foreign countries and tell you of the customs and doings of other people?" not a hand went up. (Juvenile editors, please take note!) Not even the suggestion that one might travel through books when one could travel no other way was met with more than an awkward shuffling and mumbling. Obviously, "foreign books" was not the right note here. I wondered how many of them had had placed in their hands those pedantic and often sterile books—what one of my friends calls "Those Uncle Henry books"—that hope to teach and are so thinly veneered by an inane plot, and that always seem to do more harm than good.

To the question: "How many of you like books about camps and boarding schools?" a majority of hands went up, but to the question: "How many of you like books about boys and girls like yourselves, who go to school and help with the housework and have fun at candy pulls and so on?" there was an enthusiastic response.

Evidently, the average child likes a book in which he can picture himself. I presume that this is true of the child in Maine or Utah, as well as in Tennessee or Georgia, particularly of the rural child whose experiences and associations are limited. And the rural child must be considered with seriousness, for from the rural districts the life blood of our southern libraries is drawn.

This explains to some extent the popularity of such "homey" books as "Little Women," "Understood Betsy," "Diddie, Dumps and Tot," and the quick popularity—surely permanent—of "The Boys and Sally" by Rose

Knox, and Annie Vaughan Weaver's "Frawg," both of which are stories of country life and about little black or white children.

For several years I have lent Virginia Watson's "With La Salle The Explorer" to different schools—schools whose pupils came from decidedly diverse environments with totally different mental backgrounds. It was inevitably devoured with real enthusiasm and asked for from year to year. It is one of my deepest regrets that the publishers have never seen fit to reissue this splendid book in a cheaper edition so that schools could use it for a supplementary reader. We collected over 100 reviews of this book from the children themselves. Practically every one of these reviews started: "I thought at first that it was going to be one of those dull history books, but" and went on with real fervor to tell what every juvenile writer prays to hear that it was good reading, exciting and, above all, interesting.

We noticed that the word "dull" seemed inevitably connected with a book on history—a significant comment.

We were much amused once at the report that the small daughter of an English professor gave on a book of the type that "teaches." It was a fictionized account of three children on a South Sea Island. Said Anne: "They went out and flew a kite, and then they came in and ate some bananas, and then they went out and caught some fish and it just went on and on and wasn't interesting."

The most bitter accusation of all—it wasn't interesting. What makes a book interesting to a child regardless of his background is something that the author or the editor or the bookseller can only learn through direct contact with children themselves—and even then he must have that precious gift beyond all price, the ability to see as a child. When we have learned the difference between a book that "just goes on and on" and one that offers an escape and opens magic casements for the child, when we can, without a qualm, eliminate the pedantic book, the "sissy" book, the book that is too exotic in conception making, when all manuscripts are first put through some real test of making an appeal to the child, then we will have fewer books and better books and books which will appeal to every locality including that below the Mason and Dixon line.

The Effect of Photoplays on Reading

Movies of the Classics Send High School Boys and Girls to the Books from Which They Were Taken

WILLIAM LEWIN

Chairman of the Committee on Photoplay Appreciation, National Council of Teachers of English

THE IDEA THAT attendance at photoplays tends to decrease the reading of books has been exploded by the findings of the Committee on Photoplay Appreciation of the National Council of Teachers of English.

English Monograph No. 2,* just published by the Council, sets forth the results of a nation-wide experiment in relation to the cinema problem, including scientific data as to the relation of photoplays to outside reading.

What the National Council of Teachers of English sought to determine, among other things, was the extent to which boys and girls of high-school age read books as a result of seeing photoplays, and conversely, the extent to which they see photoplays as a result of reading books. The Council also measured the effect of new units of instruction in photoplay guidance on children's reading, compiled lists of books that were most frequently selected as a result of motion picture influence, and conversely, lists of photoplays most frequently selected as a result of reading books.

Statistically, this phase of the study dealt with the habits of 1,211 children, distributed in 44 groups and representing 23 cities from coast to coast. The experiment was in many ways the first of its kind, and it provided pioneer scientific data, among other things, as to the interaction of reading and movie-going, with and without instruction.

It was found that, as a result of classroom instruction in critical appreciation of photoplays, recreational reading is decidedly stimulated. The new units of instruction sent pupils to libraries and bookstores in greater numbers, stimulated the reading of difficult texts, and created new consumers of books.

At the conclusion of the experiment, tens of thousands of letters were written to motion-picture producers by students, asking for

* "Photoplay Appreciation in American High Schools," by William Lewin, published by Appleton-Century, 1934.

more screen versions of literary classics. As a result, the producers are now engaged in making an unusually large number of screen translations of these classics, including "David Copperfield," "Tale of Two Cities," "Pickwick Papers," "Pride and Prejudice," "Last Days of Pompeii," "Vanity Fair," "Kim," "Gulliver's Travels," "Rip Van Winkle," "Les Misérables," "Cyrano de Bergerac," "Captains Courageous," "Green Mansions," "Hoosier Schoolmaster," "Puddin' Head Wilson," and "Joan of Arc." Already, productions of "Treasure Island," "Great Expectations," "Age of Innocence," "Count of Monte Cristo," "What Every Woman Knows," "Jane Eyre," "Mrs. Wiggs of the Cabbage Patch," and "Anne of Green Gables" have been released with unprecedented box-office success for pictures of this type.

To the booksellers of America this can mean only one thing—that an extraordinary opportunity has been created in the stimulation of the demand for good books as a result of the trend toward the screening of major and minor classics. At the present moment, it is almost impossible for a child to obtain a copy of "Treasure Island" at any public library without going on the waiting list. Indications are that additional hundreds of thousands of reprints of the Stevenson classic of adventure, which would ordinarily not be sold during the 1934-35 season, will be sold as a direct result of the photoplay version, aided by the distribution of study-guides* for the picture throughout the nation. These guides emphasize comparative study of the book and the film. They require the child to read the book before or after seeing the film. Following are typical statements taken from themes recently written, for example, at Weequahic High School, Newark, New Jersey:

* "Study Guide to the Critical Appreciation of Treasure Island," with Teacher's Manual, published by the National Council of Teachers of English, and distributed by the Bureau of Publications, Teachers College, Columbia University.

I am now wholly engrossed in re-reading Stevenson's "Treasure Island." A new interest in this story has been aroused in me due to the fact of my having seen the picture preview. Monday I expect to submit a complete report on it. There are many critical points in both picture and book which I am eager to point out, and I shall take this opportunity to do so.
(A ninth-grade girl.)

I expect to read more books and see more pictures in order to compare the two.
(A ninth-grade boy.)

I saw "Treasure Island" yesterday, and now I want to read the book to see how it compares with the picture.
(An eleventh-grade girl.)

This influence extends to all sorts of books, as illustrated in the following random excerpts from children's reports:

Recently I saw the picture "Sorrell and Son," and enjoyed it. That is why I borrowed the book and read the story in more detail.
(An eleventh-grade boy.)

The book I have chosen is called "Ramona." My reason for choosing it is that I have seen the picture and enjoyed it immensely.
(A ninth-grade girl.)

I went to see the picture "Of Human Bondage," and was disappointed. I felt that something was lacking. This made me buy the book, and I have just finished it. I am convinced that the picture omits some of the most important parts of the story.
(A twelfth-grade girl.)

In general, it may be said that two-thirds of the children attending American high schools can mention books they have read as a direct result of seeing photoplays. At the outset of the experiment, the book most frequently mentioned as having been read as a result of seeing the film version of it was "Cimarron." Next in order of frequency were "Tom Sawyer," "So Big," "Ben Hur," "Rebecca of Sunnybrook Farm," "A Connecticut Yankee in King Arthur's Court," "Huckleberry Finn," "Dr. Jekyll and Mr. Hyde," "All Quiet on the Western Front," "Daddy Long Legs," "Grand Hotel," "Wings," "Trader Horn," "Riders of the Purple Sage," "A Farewell to Arms," "Tarzan," "Back Street," "The Virginian," "Dracula," "Moby Dick," and "Arrowsmith."

At the end of the experiment, the most frequently mentioned book among those read as a direct result of seeing the film version of it was "Dr. Jekyll and Mr. Hyde." Next were "Cimarron" and "Arrowsmith."

Many striking comparisons may be cited from the statistical data compiled as a result of the experiment. For example, twice as many pupils read "Ben Hur," "Cimarron," and "The Covered Wagon" as a result of in-

terest in the film as saw the film as a result of interest in the book. Nearly three times as many read "Beau Geste" because of the film as saw the film because of the book. Nine times as many children read "The Saga of Billy the Kid" on account of the film as saw the film on account of the book. Ten pupils who had read "Quo Vadis" all testified that they had done so because of having seen the film. Not a single one, on the other hand, had thought of reading the book before seeing the film.

Conversely, there are many examples of films which pupils chose to see because they had read the book, indicating that the book-film relationship is a mutual one, that the enjoyment of photoplays is largely of a literary nature, and that photoplays increase children's enjoyment of books as much as books increase their enjoyment of photoplays. Of the 1,211 pupils studied, nearly seventy per cent indicated that they found the book-film relationship a vital one. As a result of experimental instruction, it was found that the ratio of such pupils could be increased by about fourteen percent within a few months.

The extraordinary increase in the sale of copies of "Little Women," "Alice in Wonderland," and "The Emperor Jones" during the exploitation of screen versions of those classics last year is practical evidence of the importance of the opportunity presented to booksellers by the photoplay appreciation movement. The motion-picture theater is not the enemy of the bookstore, but one of its best friends. Progress lies in the development of closer relationships between booksellers and theater managers on the one hand, and booksellers and teachers on the other hand. Every local bookstore will do well to cooperate in the sale of packets of study guides in relation to film books, with a view to having local theater managers, perhaps, offer copies of photoplay editions of books as prizes for essays comparing photoplays with their literary sources. That teachers generally appreciate such cooperation is indicated by the thousands of letters that have come to the photoplay committee. Teachers everywhere are seeking newer and fresher methods of approach to the natural interests of children.

Thus the photoplay can become an outstandingly useful visual aid to interest in books. The democratization of good taste in literature can go hand in hand with the democratization of good taste in photoplays.

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October 20, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Dramatizing Bookselling

IT WAS ONE of the hopes of those who founded Book Week fifteen years ago that it would help the bookseller to establish closer contacts with his community, especially with the teachers, the parents and the librarians and thus the imaginative bookseller would be inspired by new opportunities to dramatize

the importance of his business. This hope has been to a very large extent realized.

As we hear of the many fall activities of bookshops all over the country, it is clear that many have found their way to a better status as recognized purveyors of reading for boys and girls and have developed a more satisfactory relation with the boys and girls themselves. In dramatizing the bookstore to the community, such exhibits as those which are being held next week in Pittsburgh, Detroit and Cleveland indicate how far this play spirit has entered into the merchandising of the large stores.



The two types of bookstores that have been best able to take advantage of the exhibit idea have been department stores with their wide community contact and the small personal bookshop which can do things in a very personal way with their special clientele, but the spirit of community cooperation which Book Week engenders can easily flavor the entire area of bookselling and bring the dealer into closer relationship with all who like books.

Mr. Richberg's Opinions

THE REORGANIZATION of the NRA has led to much press discussion of the opinions of Donald Richberg on the fundamental problems of code making. In his first interview on this subject "Mr. Richberg," according to the *New York Times*, "called the demands for price fixing 'reasonable' to avoid unfair competitive practices." He went on to say, "All the code provisions affecting production volume or price competition that have received public criticism in recent months were approved with two reservations always implied and frequently expressed. First, they were experiments in industrial self-government which should be given a fair trial as an emergency measure. Second, no approval of any code was intended to sanction the elimination of fair competition in the production of all the goods that the market would absorb at the lowest prices at which they could be produced and distributed without loss."

These general principles may be interpreted in connection with codes to mean that the maintenance of prices to prevent loss leaders and similar unfair practices will probably continue to be considered "reasonable" within the interpretation of the NRA. On October 10th the continuance of minimum charges for popular brands of cigarettes was extended by NRA. These minimum prices were aimed at the use of cigarettes as loss leaders by retail stores not primarily engaged in the tobacco trade. The Retail Liquor Code is ready, and, in the draft that seems likely to be accepted, it will provide for the barring of the use of comparative list prices in advertising.

The National Booksellers' Code Authority is not unmindful of the fact that the general discussion of price fixing is often interpreted as a criticism of the loss leader provisions of

the General Retail Code and the Bookselling Code, and it has been in touch with Mr. Richberg and put concisely before him the peculiar situation involved in the distribution of books and the devastating effect of the former use of books as loss leaders, knowledge of which persuaded the Consumers' Advisory Board of the NRA to recommend the adoption of the price maintenance provision now in the Code. Mr. Richberg has this material in his hands for consideration in case the subject is brought up either in connection with the General Retail Code as well as codes of other industries.

Again in his speech in Indianapolis on October 15th Mr. Richberg said that in his opinion much of the suspicion and hostility with regard to the NRA program can be dispelled if certain principles are made effective. Among other things, he thinks "There should be a clear line drawn between the right of business men to associate freely for the preservation of fair competition and the illegality of associations for the purpose of preventing or restricting fair competition. The NRA Board must necessarily review, industry by industry, the effects of existing codes in order to promote the cooperation of those interested in each industry in a maintenance of a code best suited to improve its health."

The Bookselling Code is not one which contains provisions to prevent or restrict fair competition. Books are published at every type and price; there are picture books from 10c. to \$1.00; novels priced at the discretion of the publisher and always in competition with each other, books of biography and history in competition with lower priced reprints of last year's books, reference books of a new and expensive character in competition with reprints of good books not so lately revised, and all of these books are in competition with books of free access which every community provides. To compare this code with the codes being complained of in some of the large production industries such as oil and gasoline the difference is obvious.

Remainders and Reprints

THE TRADE PUBLISHING CODE was drafted when remainders were rising like a flood and their menace understood. There was need to establish principles which will prevent recurrence of such a crisis. Rule 10

of the Code now in effect takes this situation in hand. The plan is that publishers shall grind up and destroy the *worthless* part of their surplus stock. That is, if sheets now on hand cannot be sold in bound form for 15% of the original price, they do not deserve binding and marketing, and their presence in the market is a definite threat to further enterprise. Remainders from books published subsequent to the date of the adoption of the Code must be destroyed unless they can be sold at 20% of the publisher's original list price. This permits the marketing of remainders that have any real value but prevents the glutting of the channels of trade with "plugs" to the disadvantage of all.

This is no hindrance placed in the way of publishing reprints at any price that seems feasible, and, for that matter, publishing new books for the popular market at any price whatever, ten cents to a dollar. The rule hits directly at one of the evils that has developed in the past few years the magnitude of whose menace had come to be clearly understood by publishers when they studied the census which was made of the overstock in the binderies of the New York area. Here were millions of books in flat or folded sheets which were not enough in demand to rebind and the storage charge on which had to be borne by the industry as a whole. This mountain of books stood as a threat and damper to fresh enterprise.

Damaging Magazine Sales

MAGAZINE PUBLISHERS have a new problem in the steady growth of the resale of back numbers in direct competition with current issues. Anyone who walks the city streets where the crowds pass by is aware that there is a new kind of magazine store which sells back numbers of magazines at whatever price the market will stand. Parenthetically it might be added that these stores are also a growing outlet for sex books. The wide display of these magazines is having a harmful effect on the newsstands where the current issues are offered, and the publishers are now being charged by the Federal Trade Commission with conspiring to destroy this second-hand business. The periodical publishers have combined to shut off supplies of current magazines from all those dealers who do not agree to discontinue the selling of back issues.

News of the Week

Trade Publishers Will Elect Code Leaders November 2nd

NOVEMBER 2ND at 10 o'clock at the Hotel Pennsylvania has been selected as the date for elections for the code authority for the trade publishers' control committee. These arrangements have been made by the committee of nine which has represented the trade book publishers since the convention at the Hotel Commodore on October 24, 1933.

On the signing of the code on October 1st, the temporary committee proceeded according to the rules laid down and selected a nominating committee of five, which are as follows:

D. Laurance Chambers, Bobbs-Merrill Company; Alexander Grosset, Grosset & Dunlap; Harold K. Guinzburg, Viking Press; John T. Hessian, Doubleday, Doran & Company; Benjamin H. Ticknor, Houghton Mifflin Company.

This nominating committee has prepared ballots containing the names of 20 nominees with the opportunity for further nominations at the time of the election and from these the new code authority of nine publishers will be elected to hold office for one year or until their successors are elected. The slate as presented by this nominating committee is now going out to the publishing industry in the form of ballots.

A meeting of the Eastern section of the Subscription Book Publishers was held last week, at which time 20 candidates for the Code Authority were agreed upon. The election will be held in two weeks.

Bible Is Depression Proof

THE AMERICAN BIBLE SOCIETY reports with releases from time to time very interesting figures, that 7,800,766 Bibles, Testaments and portions of the Bible were distributed in 155 languages and dialects in more than forty countries during 1933. More entire Bibles were distributed in Brazil and in the Caribbean Agency than in 1932. In Japan the circulation was greater than in any year since 1876, while in China more were distributed than in any other year in the his-

tory of missionary work in that country. Latest statistics show that the Bible, or some part of it, has been translated into 941 languages and dialects. Although the oldest of books, printed in practically all languages and dialects, with a growing circulation since printing began, it seems to be depression proof.

Literary Expert Appointed by Treasury Department

A MOVE CHARACTERIZED by Morris L. Ernst as a big step in the right direction was made last week when the Treasury Department discarded the old method which makes customs collectors the judges of foreign literature, art and birth-control propaganda which might be barred from the United States, and appointed Huntington Cairns, a Baltimore lawyer, literary expert, to guide and, perhaps, control the decisions of the Customs Bureau. Mr. Cairns, besides being a lawyer, is an anthropologist and has written numerous book reviews. He is a young man, about 35 years old, and is not only erudite but liberal.

Disclosure of Mr. Cairns' appointment came after a conference between Morris Ernst and high customs officials regarding the recent detention of literature brought from Europe by Mrs. Hazel Moore, legislative secretary of the National Committee on Federal Legislation for Birth Control. Mr. Ernst, who will be remembered as the champion of "Ulysses," is going to try to get a birth control book called "The Rhythm," which has the approval of some of the leaders of the Catholic Church, through the customs authorities. "The Rhythm" has been announced for publication in this country by the Latz Foundation in Chicago. Mr. Ernst intends to make a test case for circulation of all birth control propaganda out of this incident.

Further Steps to Code Application

WITH THE ACCEPTANCE of a code such as that for book publishing by NRA authorities the steps thereafter must be as follows: First, the organization of a Code Authority for each division of the code, and then for the basic code in accordance with the provisions

in each code; second, the drawing up of by-laws under which each Code Authority shall operate and the submission of these by-laws to the administration for approval; third, preparation of a budget on an equitable basis, contribution by the members of the industry which supplies the funds for the operation of the code, and the obtaining of administration approval of the budget and basis of contribution.

When these steps have been taken, the Code Authority is in a position to function, and any delay on the part of the industry or failure to confirm its forms and policies of administration delays the amount of time required to be ready to operate fully. As soon as the Code Authority is organized and ready to function it must submit to the Administration for approval the plan of organization and plan of procedure for fair trade practice. Also, if the Code Authority proposes to handle labor disputes, it must submit for approval the plan of organization, the plan for procedure, and for a labor committee.

Public Library Opens Exhibit of Cambridge Press Books

THE EXHIBIT of 100 books issued at Cambridge University Press in England was opened at the New York Public Library on October 15th with Sir Gerald Campbell, British Consul General to New York City, present. The number of specially invited guests included Ruth Granniss, librarian of the Grolier Club, H. W. Kent, secretary of the Metropolitan Museum of Art, Belle da Costa Greene, librarian of the J. P. Morgan Library, Charles F. McCombs, of the New York Public Library, Mrs. Sherman Haight, Dr. Lehmann-Haupt, Amy Loveman and others. F. R. Mansbridge, representative of the Cambridge University Press in this country, and Mrs. Mansbridge were hosts at a dinner given in honor of the occasion before the opening of the exhibit.

A special catalog has been issued in connection with this exhibit, which marks the four hundredth anniversary of the Cambridge University Press, which received its charter from Henry VIII in 1534 and which has had associated with its productions such great printers of the eighteenth century as John Baskerville, and in the twentieth century

has had Bruce Rogers and Stanley Morison as typographical advisers.

The exhibit includes a specimen of Henry Bullock's "Oratio," the first Cambridge book, of which only four copies survive, a copy of John Donne's sermons, 1634, an interesting example of ornamented title-page, the great red line Bible of 1638, the first edition of Milton's "Lycidas," the New York Library copy, Baskerville's beautiful edition of the Book of Common Prayer that lies open in the case at one of its many perfect pages, the great Baskerville Bible of 1763, and the glorious New York Library copy bound in full red morocco on one from Cambridge, the Codex Theodori Bezae printed from special type to facsimile the old manuscript, and a number of modern books from the Press, including five books designed by Bruce Rogers during his period of connection with the Press. The exhibit will be open to the public for a month.

Home Library Presentation October 23rd at White House

ON TUESDAY, October 23rd, at 3 o'clock, the committee appointed by the president of the American Booksellers' Association will present, at the White House, the collection of 200 volumes which have been selected by a jury of sixteen members from the publications of the past four years. These books will provide a supplement to the library of 500 books which we presented to the White House during the Hoover administration.

President and Mrs. Roosevelt have very cordially welcomed the idea of thus extending the reading library of the White House, and place has been arranged for this collection with the first group.

The list of the books has been printed, copies will be released on the 23rd and printed in full in *Publishers' Weekly* of the 27th.

The committee presenting the books will be composed of Edmund S. McCawley, president of the American Booksellers' Association; W. W. Norton, president of the National Association of Book Publishers; Fred-eric G. Melcher, editor of the *Publishers' Weekly*, and Pearl S. Buck, Frederick Lewis Allen and Hervey Allen, representing American authors.

Little, Brown Centenary Prize

IN CELEBRATION of its Centenary which will occur in 1937, Little, Brown & Co. offer a Centenary Prize of \$5,000 for the most interesting American work (not fiction) submitted to them before October 1, 1936. Provisions of the contest are that the manuscript shall rest squarely on a foundation of fact, that it deal with events in the United States and be written by an American citizen. It may be a biography, history, an excursion into economics, politics or morals, or a narrative of human experience.

The contest will be judged by the editorial staff of Little, Brown & Co. and an announcement of the winner will probably be made on or about January 1, 1937. To the winner Little, Brown will pay an outright prize of \$3,000 and an advance on royalties of \$2,000. Little, Brown emphasize that this is not an Atlantic Prize offer such as has been made in other years. Full details may be secured by addressing the Editorial Department, Little, Brown & Co., 34 Beacon Street, Boston, Mass.

Dr. Anderson Made Director Emeritus of N. Y. Library

THE NEW YORK Public Library, geographically and perhaps spiritually in the center of the publishing world of New York City, has, through its Board of Trustees, given the title of Director Emeritus to Dr. Edwin H. Anderson, who has, over a period of two decades, directed the course of the Library's growth in the direction of broader community service. At the same time Harry Miller Lydenberg, formerly Assistant Director of the Library, has been appointed Director.

Dr. Anderson has ably directed the rapid development of the New York Library, as well as the delicate public relations problems involved in an institution supported in part by endowment and partly by public appropriations.

The Library's appreciation of the importance of the publishing industry to New York has led him to enrich the collections of the Library with the papers and records of past publishing enterprises of the city, also to arrange many exhibits on the history of book production, and to provide exhibit room to the annual show of the American Institute of Graphic Arts.

Mr. Lydenberg has concentrated on the development and uses of the great reference collections of the Library, while finding time to give support to the problems of the American Library Association, to important bibliographical work, and to all questions of scholarly research.

Harry Hansen on the Air

HARRY HANSEN will start a series of radio talks on books, October 22nd. His program will be broadcast over WEAJ and the entire Red network of the National Broadcasting Company, every Monday, between the hours of 3:30 and 4 o'clock. He will be the feature speaker on the Women's Radio Review Program.

The Women's Radio Review Hour has been on the NBC program going on its fourth year, and holds a very definitely interested audience. This program is followed keenly by most of the Women's Clubs throughout the country and is broadcast in all of the important cities in the United States up to the Rocky Mountains.

Publishers wishing to have a book featured on any of Mr. Hansen's radio programs may write to Sidney Satenstein, c/o the American Book Bindery-Stratford Press, Inc., at 75 Varick Street, New York, N. Y., who is attending to the details of Mr. Hansen's program.

Mystery Surrounds Book Guild

THE BOOK GUILD, an English organization which makes monthly recommendations, but which claims to have no commercial tie-up whatever, appears to be surrounded with a certain amount of mystery, to judge from recent issues of *The Bookseller*. The names of the judges who decide on the selections are not made public, and the trade in general has very little notion who "John Stafford," head of the Guild, is. He was invited to appear at the Publishers' Advertising Circle to explain the Guild, but he wrote from somewhere in Sussex that he only came to London on Sundays. In a letter in the September 26th issue of *The Bookseller* Mr. Stafford defends the anonymity of the judges, saying that he does not think the prestige of the Guild would be affected one way or the other by the publication of the names.



Travelers Talk—

Edward Patella Business and Pleasure

HURD WHITNEY

of William Morrow & Co.

I ASKED Eddie Patella of Grosset's about the South. What is there about the territory, I asked, that has kept you in it for fifteen years? Business is spotty, jumps are long, the heat is—well, in the summer, hot. The scenery is not of disturbing grandeur. It's true the people are warm, hospitable. But—why, I asked, do you plan to spend your life there? Now New England, for instance. . . .

The answer I got snubbed me properly.

"The Southern traveler," replied Mr. Patella rather scornfully, "has it all over his northern fellow-traveler in many ways. He has Miami in the winter, 'the sportsman's paradise'; deep-sea fishing of the finest kind on beautiful launches that are very reasonable to charter; swimming, and its romantic nights with tropical settings. Then there is the fine old city of New Orleans, with its quaint Latin atmosphere; Mardi Gras, the event of the year, with all its trimmings; the city that is known for its foods prepared by experienced French and Creole chefs; beautiful clubs, bars, and a gorgeous array of feminine pulchritude. In the summer, the Blue Ridge mountains of Virginia and North Carolina, and the Smokies in Tennessee. Can one man ask for more? And you ask me why I like the South!

"No one can judge the South by making one or two trips down here. It really takes years of traveling to appreciate it. Many publishing houses still use the South for training purposes. I have seen cubs come and cubs go. Sales managers shiver when the South

is mentioned; the first thing they think of is the heavy expense involved and the small amount of business it produces. But I think the day is coming when the South will rank with the best of book territories. Maybe I'll have a gray beard down to my knees, but nevertheless the South will be a factor in big business yet."

Eddie would look very funny in a gray beard.

"And to be specific," he continued, "take beverages —"

I interjected gently, "We know Coca-Cola is made in —"

"Yeah, Coca-Cola . . . corn whisky is still the South's most popular beverage—not a headache in a gallon. One never talks of corn whisky in pints or quarts—it is very disrespectful; gallon is the term to use. Prices are much cheaper now, due to the flood of legal whisky. \$2.00 to \$4.00 per gallon is the price, and as to quality it really surpasses your so-called legal blends. To appreciate it one must acquire a taste for it."

And on went Eddie into the night, sounding like a Florida real-estate folder but obviously sincere. A session with him is like taking a run around a half-mile track. You get physically exhausted. Not from boredom either passive or active—oh no! But because he himself is so intense—a dynamic, five-foot-six bundle of energy on fire with ideas for better business and the zest for life. Subconsciously, I think, he realizes that this intensity takes a lot out of him, so he keeps himself at a high peak of physical fitness.

Up to a few years ago, when he took to an automobile for his forty thousand miles a year of traveling, he did his setting-up exercises in Pullman berths, using a system evolved by himself. Now, of course, it's in hotel rooms but he continues to do them on the bed. Why revamp a good system?

When Eddie is scheduled for a town, that town is ready. Ready for everything, I mean, business and pleasure. And so the former won't interfere with the latter, most of his accounts have the Grosset list checked and waiting and the order written up. Some of his friends don't even write the order up—they leave it to Eddie, which, God knows, is faith! He carries the popular copyright business of the South cupped in his hand. And when the time comes for the party, usually a group of the town's prominent citizens as well as the Mayor (as has happened more than once), join Eddie and the bookmen.

He is thirty-four, married, lives in Baltimore. He is entering his twentieth year with Grosset & Dunlap. So he was fourteen when he commenced working. Has he ever had another job? Yes, sort of a permanent avocation: He cooks spaghetti dinners for his friends.

Retail Business Looks Up

IT IS APPARENTLY not only the retail book-trade that is experiencing a spurt in sales this fall. The *Monthly Review of Credit and Business Conditions* issued by the New York Federal Reserve District reports that during the first half of September total sales of department stores in the metropolitan area of New York were 7 percent higher than in the corresponding period a year ago, the most favorable year to year comparison since March. Columbus Day business in New York department stores exceeded last year's by more than 10 percent according to newspaper accounts, and the business was described as the "most spontaneous since Easter."

Royalties on Music

A NEW BASIS of fees for the use of music in public performance for profit has just been agreed upon by the American Society of Composers, Authors and Publishers, and the motion picture theaters, effective from Octo-

ber 1. This is the first change in schedules since composers and their publishers organized to collect fees for public performance rights. The fee for many years past was 10c. per seat per year for each motion picture theater. The new scale is 8c. per seat per year for theaters with a seating capacity of 800 or less, 15c. for theaters with 800 to 1,600 seats, 20c. per seat per year for theaters having a capacity of over 1,600; for theaters of 800 seats and less which give shows only three days in the week the rate will be 5c. per seat.

The composers, represented by Gene Buck, point out that the composer's income from sheet music has been steadily going down and that, while a best seller of the past might have sold 3,000,000 copies, an equally popular song of today would not reach one-tenth of that. Radio has cut the market of the phonograph record, and the composers believe their only solution is to get a higher share of the revenue from motion picture theaters. The composers and publishers first sought a general fee equivalent to the gross intake of each theater for a single performance. After two months of discussion the above rates were adopted.

Vertical Unions

THE VOTE OF THE American Federation of Labor in convention in San Francisco to authorize "vertical" unions as well as craft ("horizontal") unions may ultimately affect book manufacturing plants where present unionization follows the craft plan. At first the new method is to be applied only to mass production industries, but if extended it lessens the attention on craft consciousness of those in similar work and emphasizes the bargaining power of labor.

Lamson Granted New Trial

A NEW TRIAL has been granted David Lamson, former sales manager of the Stanford University Press, on the charge of having murdered his wife in May, 1933. Mr. Lamson was found guilty when he was brought to trial last year, but the State Supreme Court has ruled that the evidence on which he was sentenced to death was "no stronger than a mere suspicion." A majority of the justices believed Mr. Lamson guilty, but all of them believed him entitled to a retrial.

Among the Bookshops

THERE MAY BE a wave of fresh talent turned toward bookselling if Fjeril Hess' new book gets the wide distribution her other volumes have attained. As in her other books she writes out of her own personal experiences, and this time, for "Sandra's Cellar," has drawn on her bookshop experiences in San Jose, California.

Everyone with bookshop aspirations has of late been told how sorry a business bookselling is, how long the hours, how short the income, how soiled the hands and wearied the feet, and yet there is something back of all these vexations which keeps people to the business and lessens the pain. This something which makes it all worth while is what flavors Miss Hess' book—the joy of receiving the new books, the excitement of planning displays, the community contacts, the delights of fitting the right book to the right person, and the general good fellowship that can exist among a group of people working with common enthusiasm.

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Katharine Lord writes us from the Little Book House on Nantucket Island that people are staying so late this season that she is keeping the shop open until November, having it open afternoons only as is the local custom for autumn. Miss Lord finds that booksellers have no prejudice against busman's holidays, judging from the numbers of bookshop owners and clerks who visited her shop this summer. They came from as far away as the Pacific Coast.

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Miss Udin, the able assistant of William McGhee at Kaufmann's in Pittsburgh, found something wrong with the telephone at her home not so long ago. The man who came to repair it turned out to be a storehouse of useful information. When he was through a tip seemed out of order; a drink was probably against regulations. By inspiration Miss Udin gave him her copy of "Slim," William Wister Haines' novel of the linemen. Within a few days the man sent six buddies in to Kaufmann's to buy copies of "Slim."

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Customers of the Kindermart in St. Paul last week received a letter postmarked London, containing a little leaflet reminding them that the shop would reopen October



An illustration from "Sandra's Cellar" by Fjeril Hess (Macmillan) showing the completion of Lawton's Travelling Parnassus

1st and that Elizabeth Palmer, the owner, was returning from abroad with books, prints, silver, pewter, pottery, porcelain, and jewelry.

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From Ben H. Riker we learn that Ayres' department store in Indianapolis will celebrate Book Week the week before the national observance by having an exhibit of toys, games and books sponsored by the Indianapolis unit of the American Association of University Women. The plans and arrangements are largely in the hands of this organization, the store supplying a place for the exhibit and the auditorium for the speakers, as well as the books and toys.

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New York bookstores find it difficult to plan community events such as hobby shows, inasmuch as New York is scarcely a place of communities. However, all the shops are planning displays of various sorts to promote hobby books during the Week. F. A. O. Schwartz will have a special window display of "Picture Making by Children" (Studio) with some examples of children's painting, and will have another general hobby window with books about airplanes and trains together with working models in the window.

B. Altman's book department will have a window display of hobby books during the Week and will back it up with a special table display in the department.

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Stern Brothers department store in New York resumed its successful series of Author's Teas under the direction of Mrs. Edgar White Burrill on October 18th, with Captain Henry Landau, author of "All's Fair," and Granville English, pianist and composer as the speakers. Henry Steigner conducts the meetings.

Hobby Notes

HOBBIES are made an important part of the Children's Bureau of Frederick & Nelson, Seattle's big department store. The Children's Bureau is maintained to entertain the children who come to the store, and operates through two principal clubs, one for boys, the Peter Pugets, and one for girls, the Chinook Kahphos. Membership in one of these clubs puts children on the invitational list. The fall program of the Children's Bureau includes a group for boys over ten who are interested in building model airplanes. This will be known as the Experimental Model Aircraft Club and will meet every Saturday morning from ten to twelve and every Saturday afternoon from one to five. Materials for building model planes will be furnished for from 35 to 75 cents each, depending on the type of plane chosen.

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Another group, for both boys and girls, offers dancing practice for seven different age groups, meeting at different times of the day on Fridays and Saturdays under an experienced dancing instructor. There is also a workshop where projects in construction and handicrafts are taught to various age groups at different hours during the week. The only charge is a nominal one for certain materials.

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Vandals broke into the Workers Book Store in Minneapolis this week and removed five or six hundred dollars' worth of books and pamphlets which were later burned in a gravel pit at the city limits, according to the *New York Times*. A sign reading "Modern Boston Tea Party—We want no Communists in Minneapolis" was left in the shop. Three dollars in pennies were also taken from a drawer.

News from Publishers

Joseph Wharton Lippincott, president of the J. B. Lippincott Co., has just left for Mexico after completing a horse story entitled "The Red Roan Pony" which will be published shortly by the Penn Publishing Co. In Mexico Mr. Lippincott, who is an ardent sportsman, will study and take pictures of the antelope herds and the two species of wild hogs which range the wilder sections of the country in thousands. He will also make a side trip for bear and mountain lion.

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Instead of bringing out Ogden Nash's "The Intelligent Man's Brief Guide to Everything" next spring, Simon & Schuster has postponed this omnibus until later in the year and will publish instead a new volume of Nash poems which has yet to be titled. At present Mr. Nash is torn between "Queen of the May" and "The Burning Deck" as titles, but there is no telling.

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There has been plenty of complaint from publishers that booksellers don't read their mail, so it is pleasant to report at least one instance in which they did. Joseph Margolies, sales manager for Covici, Friede, sent out one letter asking the trade if they would like to send out to their customers circulars advertising the \$3.75 one-volume edition of "The Canterbury Tales," illustrated by Rockwell Kent. To date orders for more than 100,000 circulars have been received, and Covici, Friede is feeling pretty good about it. George Joel tells us that at sales meetings held at Brentano's, Kroch's, Doubleday, Doran and Macy's the "Canterbury Tales" was chosen as one of the best gift books of the season. The first printing will be 10,000 copies, ready about October 18th. It is the same book that was published only in the limited \$50 edition in 1930, rendered into modern English by J. U. Nicholson and containing 26 full-page illustrations in two colors and 49 black and white drawings by Rockwell Kent.

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There's a sequel to the story we told last week about Harper's advertising "The Native's Return" in connection with the assassination of King Alexander. The ad, you remember, carried the heading "Why Was

CARSON PIRIE SCOTT & Co CARSON'S BOOK SHOP FOR BOYS AND GIRLS <u>Individual Reading Card</u>		CHECK HOBBIES
BOY <input type="checkbox"/> or GIRL <input type="checkbox"/>		
Name _____		Animals _____
Address _____		Archaeology _____
Age _____ Birthday _____		Art _____
Grade in Elementary School _____		Birds _____
or _____		Block Printing _____
Year in High School _____		Camping _____
Kinds of books you like, name several _____		Coin Collecting _____
_____		Dyeing _____
_____		Dolls _____
_____		Dressmaking _____
_____		Dogs _____
_____		Fishing _____
_____		Gardening _____
_____		Insect Collecting _____
_____		History _____
_____		Hiking _____
_____		Other Hobbies _____
_____		Indoor Games _____
_____		Music _____
_____		Outdoor Sports _____
_____		Puppets _____
_____		Photography _____
_____		Stamp Collecting _____
_____		Travel _____
_____		Tropical Fish _____
_____		Wood Carving _____
_____		MODEL BUILDING: _____
_____		Aeroplanes _____
_____		Boats _____
_____		Trains _____

Carson Pirie Scott's Hobby Horse Book Shop described last week uses this card to discover the reading tastes of its young customers

King Alexander Assassinated?" Well, after the ad appeared numerous people called the Harper offices to ask for a book called "Why Was King Alexander Assassinated?"

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We misread a note in Dorothy Dockstader's *Book News* of the *Chicago Daily News* about "A Century of Progress Homes and Furnishings." We said that libraries had bought 25% of the first 50,000 copies. Exhibitors bought 25%, Century of Progress visitors bought 50% and the general book-trade, including the libraries, bought 25%. Of the libraries to which a brochure was sent 25% bought copies.

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Sales figures always interest us. Lothrop, Lee & Shepard reveals this week that the Five Little Peppers series has sold 2,665,975 copies since the beginning of publication in 1881. The first volume, "Five Little Peppers and How They Grew," has sold 1,110,000 copies in three different editions.

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Some 5,000 titles are listed in the annual Catalog of Books just issued by the American News Company for the 1934-1935 season. The catalog includes classified lists of dictionaries, mechanical and technical books, reference books, postage stamp albums, cook books and books on many other subjects.

With the publication of "K-7: Spies at War" by Appleton-Century, the identity of the "K-7" who has thrilled thousands of listeners on the NBC networks with his spy stories becomes known as George F. Zimmer, who was a special agent during the war, attached to the Naval Intelligence Department. He tells his stories of espionage to Burke Boyce, continuity editor of NBC who has put them into book form.

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Blue Ribbon Books has announced another bookshop "special" which should have all the success of the recently issued \$1.49 edition of Bartlett's "Familiar Quotations." It is a \$1.49 edition of "An Anthology of World Poetry" edited by Mark van Doren, originally published at \$5 by A. & C. Boni and taken over this year by Reynal & Hitchcock. More than 100,000 copies of the original edition have been sold.

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A new series of standard sets to be used as bookstore specials has been evolved from the well-known existing plates by Joseph Meyer, who is responsible for the one-volume classics variously known as the *De Luxe* or *Three Sirens Press Editions* which have been sold widely in department stores during the last two years. This set series consists of eleven authors, and the first New York department store, Bloomingdale's, to offer them is pricing them at \$5.49.

Among the Authors

Rupert Hughes arrived in New York October 7th. He and Mrs. Hughes spent a week in Boston and then returned to New York for another three weeks. Motion picture rights to Mr. Hughes' recent novel, "Love Song" (Harper) have just been sold to RKO-Radio.

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Hugh Walpole will play the role of the vicar in the MGM production of "David Copperfield" for which he supervised the script.

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Frank L. Packard has definite evidence that the English book market is better than it was last year. His English publishers report a total sale this year of 129,000 copies of his books. Some of them are in the ninth edition. Mr. Packard is doing a new Jimmie Dale story which will be published in this country by Doubleday.

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Captain Henry Landau, whose book, "All's Fair," published by Putnam, is now in its fourth printing, has arrived in New York.

Notes and Personals

When a son was born to Mr. and Mrs. John L. Hovendon of Westfield, New Jersey, on October 7th, John Hovendon, dean of American book travelers, became a great grandfather for the second time. John L. Hovendon is the son of M. Bruce Hovendon, also a well-known book traveler, who is in turn the son of the senior John Hovendon.

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Norman Taylor, editor for Botany of the new Webster's Dictionary, has been made promotion and editorial adviser in the field of garden books and others in the realm of natural science and outdoor life for Houghton Mifflin. Mr. Taylor was formerly a curator at the Brooklyn Botanic Garden and an assistant curator at the New York Botanical Garden.

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Francis G. Browne, known to the older members of the publishing trade, is conducting a bureau for writers in Los Angeles and would like to hear from any publisher desirous of seeing promising material from

Pacific Coast authors. Mr. Brown's address is 633 H. W. Hellman Bldg., Los Angeles, Calif.

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Conrad S. Davies, who was recently appointed general manager of *The Book-Dealers' Weekly*, London, is also to be secretary of Fudge & Co., Ltd., and The Pentland Bookshop, Ltd., as from October 1st, on the retirement from that position of Mrs. Thomas Shaw. Mrs. Thomas Shaw retains her directorship in each of the Fudge companies.

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Bernard Watson, director of the British publishing firm of Ivor Nicholson & Watson, Ltd., left London on September 22nd for a prolonged tour in India, China, Japan, Dutch East Indies, Canada and the United States. Mr. Watson's firm has specialized in the development of the export trade, to which it attaches great importance.

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Irvin Haas of 581 Snediker Avenue, Brooklyn, N. Y., is compiling a bibliography of the books and miscellaneous items designed by Bruce Rogers. Mr. Haas requests any items that have not appeared in Frederic Warde's Bibliography nor in the Lerch bibliography. This book will supplement the Warde book and will be published by the Walpole Printing Office early next year.

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A bound volume of James Joyce's "Ulysses" in full dark blue vellum, 1922, limited edition, was stolen from Breid's Book Shop, 147 East 45th Street, New York City. Anyone to whom the book is offered is requested to communicate with the shop.

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The Kingsport Press Sales Agency, Inc., has made some changes in its executive personnel. The new officers are as follows: Arthur J. Barlow, president; Edwin C. Weldon, vice-president, and Richard W. Schindler, secretary and treasurer.

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Boys' Life, published by the Boy Scouts of America, went on the air in a nation-wide radio program which began on October 1st. The program is broadcast over the Columbia Broadcasting System every Monday, Wednesday and Friday at 5 P.M.



When Olds, Wortman & King in Portland, Oregon, displayed "Children of the Covered Wagon" by Mary Jane Carr (Crowell), they used clippings from the newspapers of the story as it was run serially under the title "Little Pioneers," a carbon copy of the manuscript, the contract with Thomas Y. Crowell to publish the book, illustration proofs and page proofs, the finished book and a review written by Judge Charles H. Carey, president of the Oregon Historical Society

The program is sponsored by Libby, McNeill & Libby, food manufacturers. The manufacturers have been trying for some time to find a suitable program for boys and girls, avoiding hair-raising mystery stories and morbid murder tales, so they are broadcasting dramatizations of stories from *Boys' Life*. The programs are intended for members of other boy and girl organizations and the public, generally, as well as for scouts.

The stories used will be new ones written in the form of dramatic episodes by regular *Boys' Life* authors, using characters that have already proved successful in the magazine. All scripts will be submitted to the editorial staff of *Boys' Life* for approval.

The first story was "Og, Son of Fire." The first "Og" stories ran in *Boys' Life* ten years ago. Irving Crump, the creator of "Og," is writing the radio episodes. They are laid 100,000 years ago in the time of the woolly mammoth and the saber-toothed tiger.



A radio broadcast called "Airing Books," is being given over Station KWTO in Spring-

field, Mo., every Saturday at 3:30 P.M. by Diana Riley. Miss Riley would be glad to receive interesting material which she could use in these talks.

New Publisher

A new publishing firm, the Phoenix Press, has been established with offices at 443 4th Avenue, New York City, which will specialize in western novels. Three 1934 publications have been announced: "Purple Dawson, Rancher" by William L. Hawkins, October 20; "The Slash 44" by Al. P. Nelson, November 10, and "The Medico of Painted Springs" by James L. Rubel, December 1.

Changes in Address

Brooklyn, N. Y.—The Neil Morrow Ladd Book Co. has moved from 265 Flatbush Ave. to 98 So. Elliott Place.

Chicago, Ill.—George Engelke has moved from 1000 Belle Plains Ave. to 104 West Chicago Ave.

Opening Friday Evening Forum

ROBERT REINHART, famous magician, initiated the weekly Friday Evening Forum at the Barbizon-Plaza Hotel on October 19th, at 8:30, with a lecture entitled: "Hocus Pocus! or Behind the Scenes with a Magician." The series is under the auspices of Moss & Kamin, Booksellers. Mr. Reinhart is widely known as a magician and appeared last season as the conjurer in the Theatre Guild's production of Molière's "School for Husbands." He has been a producer of children's entertainments and arranged several "Matinees of Magic" for the Theatre Guild last year. He is a newspaperman by profession and on the staff of the *Literary Digest*.

Book Week Radio Talks

A SPECIAL radio program on Book Week and school libraries will be broadcast on Saturday, November 10th, over station WMCA (New York) at 9:45 A.M. This will be one of a series of weekly broadcasts which has been arranged by the Superintendent of Schools to familiarize parents and the general public with the activities of New York schools.

John Martin, Juvenile Counselor of the National Broadcasting Company, is to give a Book Week radio talk to children and parents on Monday, November 12th, from 4 to 4:15.

Best Sellers Studied

AN EXHAUSTIVE STUDY into best sellers of yesterday and today has been made by George F. Bowerman, Librarian of the District of Columbia Library, and a reprint of this has been made and published by the District of Columbia Library Association, whose secretary is Caroline D. Flanner with offices in the Shipping Board Bureau, Washington, D. C. Copies may be had at 30c each. The paper should be in the files of everyone interested in the history of book sales in the United States.

Correction

"AMERICAN SECRET SERVICE AGENT" by Don Wilkie and Mark Lee Luther is published by Stokes and not by McBride as was incorrectly stated under "Out This Week" in the Market News section of the *Weekly* last week.

Treasury Rules on Imports

MAURICE INMAN, who has been selected to approach the Government regarding the ruling of the Treasury Department that all books imported from abroad must have the country of origin printed or stamped on the title page, will be in Washington for several days next week presenting his case. Mr. Inman wrote the Secretary of the Treasury pointing out the harmfulness of the ruling in as much as stamping the title page would materially lower the value of a rare book, and received a reply which stated that a bookseller importing a book which would be so damaged might write the Secretary of the Treasury and secure permission to import the book unstamped. Mr. Inman states that the remedy is worse than the law, as a large bookseller, importing ten to twenty thousand books per year couldn't possibly spend the time or energy to get permission for each one.

Debating Manual Published

THIRTY-ONE STATES have adopted as a subject for debate in high schools and junior high schools "Resolved: That the Federal Government should give substantial grants for the support of secondary and elementary education." Noble & Noble have recently published a Debaters' Help Book on "Federal Aid for Education" edited by Professor E. C. Buehler, Director of Forensics in the University of Kansas, which contains a section of questions and answers, an exhaustive brief, a comprehensive bibliography and a large section of articles related to the subject. It is estimated that there are approximately 300,000 high school debaters in these 31 states.

"Magic Tooth" Reprinted

THE LOUISVILLE FREE PUBLIC LIBRARY has reprinted in a four-page pamphlet "The Magic Tooth." This story was written for Children's Book Week in 1928 and contains 128 concealed titles of books. The *Courier-Journal* offered prizes of \$25 to those who could find the hidden titles. The story was reprinted in *Child Life* 1931. Bernice W. Bell, head of Children's and School Work, writes us that when the story was first printed it was described in the *Publishers' Weekly* and the library had 400 requests for it. It is now available to anyone who will send six cents in stamps.

Obituary Note

SAMUEL FISCHER

SAMUEL FISCHER, German publisher, died in Berlin on October 15th at the age of 74. He was the first to recognize such writers as Thomas Mann, Wasserman, Herman Hesse, Bahr and Hauptmann whose books he published. His early training as a book clerk in Czechoslovakia, where he was born in December, 1859, and later the management of his own shop which he opened when he was twenty-one proved a good foundation for his later activities. Because of his knowledge of books, literary perception and the gift of knowing what he wanted, the publishing house which he founded in 1886 became popular almost immediately. He was one of the first to recognize the coming vogue of naturalism and obtained the sole rights to publish Ibsen's plays long before they became very popular. He published a number of Scandinavian books and also issued German translations of Zola, the Goncourts, d'Annunzio, Lie, Bjornson, Hamsun, Selma Lagerlof, Dostoievsky and Tolstoy. His offices became the gathering place for the intellectual elite of Germany. The firm specialized in belles-lettres.

First-Class Mail

TYPOGRAPHICAL ERROR

Brentano's
New York City
September 28, 1934

Editor, *Publishers' Weekly*:

Our attention has been called, by several booksellers, to the typographical error that appeared in our Best Seller advertisement in the *New York Times* last Tuesday. The advertisement listed Ike Hoover's "42 Years in the White House" at \$2.00 instead of the published price of \$3.50.

As you can readily see, this was merely a typographical error, and naturally, we are selling the book at the full publisher's price.

ARTHUR BRENTANO, JR.

DISCUSSION GROUP

Barnes & Noble
105 Fifth Ave.
New York City
Sept. 29, 1934

Editor, *Publishers' Weekly*:

How many of the younger people interested in book distribution would be interested in the following:

A discussion group held in the evening at a bookstore. This could be carried on in any city where there is sufficient interest shown.

Ideas of the different city groups could be printed at regular intervals in the trade papers, such as the *Publishers' Weekly*, *Retail Bookseller*, or even for possible consideration of space in the Trade department of the *Saturday Review of Literature*.

Those more experienced could aid in guiding the discussions. The recent provoking of ideas on "Keeping Good Books Alive" should be indication enough that this can be done and to some good.

This should satisfy those anxious to do something for the justification of books.

Will those interested in this suggestion get in touch with any active bookseller of their city? If there is enough response the bookseller should be able to direct a realization of an effective discussion group.

CHESTER IVES

Book Club Selections

LITERARY GUILD

November—"The Science of Life" by H. G. Wells. *Doubleday*.

BOOK-OF-THE-MONTH CLUB

November—"Experiment in Autobiography" by H. G. Wells. *Macmillan*.

RELIGIOUS BOOK CLUB

October—"The Reason for Living" by Robert Russell Wicks. *Scribner*.

SCIENTIFIC BOOK CLUB

October—"Adam's Ancestors" by L. S. B. Leakey. *Longmans*.

FREETHOUGHT BOOK CLUB

October—"Arsenal for Skeptics," edited by Richard W. Hinton. *Knopf*.

CATHOLIC BOOK CLUB

October—"Stages on the Road" by Sigrid Undset. *Knopf*.

November—"Sanctity" by Violent Clifton.
"The Lonely Lady of Dulwick" by Maurice Baring. *Knopf*.

LUTHERAN BOOK CLUB

October—"Preaching and the Mind of Today" by Gaius G. Atkins. *Round Table*.

Market News

One Month from Now—A Forecast

THE DARK ISLAND, by V. Sackville-West. *Doubleday, Doran, \$2.50.*

FRANCIS THE FIRST, by Francis Hackett. *Doubleday, Doran, \$3.*

THE JASMINE FARM, by Elizabeth. *Doubleday, Doran, \$2.50.*

O. HENRY MEMORIAL AWARD PRIZE STORIES OF 1934, ed. by Harry Hansen. *Doubleday, Doran, \$2.50.*

A VILLAGE IN THE VALLEY, by Beverley Nichols. *Doubleday, Doran, \$2.50.*

SUZY, by Herbert Gorman. *Farrar & Rinehart, \$2.50.*

YONDER SAILS THE MAYFLOWER, by Honoré Morrow. *Morrow, \$2.50.*

Nov. 21. One of Doubleday's two big novels which will be published along with an important list on this date.

Nov. 21. Their big non-fiction title for fall. Sure to be a best seller. There will be a poster in four colors reproducing the jacket by Edward A. Wilson.

Nov. 21. Will have a strong promotion campaign.

Nov. 21. This volume will have several surprises in the way of new literary discoveries.

Nov. 21. In the vein of Mr. Nichols' "Down the Garden Path" and "A Thatched Roof," which have sold very well. D.D. will advertise it as their big gift-book for Christmas. Poster available.

Nov. 26. F. & R. will push this modern novel by the author of "Jonathan Bishop." It has a colorful jacket, and they expect to have a mammoth book for display.

Nov. 26. Displays on request. \$2,000 ad. appropriation.

Out This Week

AMERICA'S HOUR OF DECISION, by Glenn Frank. *Whittlesey House, \$2.50.*

DIAMOND JIM, by Parker Morell. *Simon & Schuster, \$3.*

THE FOGHORN, by Gertrude Atherton. *Houghton Mifflin, \$1.75.*

FLORIAN, THE EMPEROR'S STALLION, by Felix Salten. *Bobbs-Merrill, \$2.50.*

THE FOOLSCAP ROSE, by Joseph Hergesheimer. *Knopf, \$2.50.*

THE GOLDEN VANITY, by Isabel Paterson. *Morrow, \$2.50.*

INTERLUDE FOR SALLY, by Beatrice Kean Seymour. *Knopf, \$2.50.*

THE MAGIC MIRROR, by Elsie Singmaster. *Houghton Mifflin, \$2.50.*

THE STORY OF OLD NEW YORK, by Henry Collins Brown. *Dutton, \$5.*

A TIME TO KEEP, by Halliday Sutherland. *Morrow, \$3.*

TRUE BY THE SUN, by Lida Larrimore. *Macrae, Smith, \$2.*

WE SAGEBRUSH FOLKS, by Annie Pike Greenwood. *Appleton-Century, \$3.50.*

THE WHITE MONK OF TIMBUCTOO, by William Seabrook. *Harcourt, Brace, \$3.*

WITH BANNERS, by Emilie Loring. *Penn, \$2.*

A non-partisan clarification of trends and problems in America today, by the President of the University of Wisconsin.

On the verge of a third printing before publication, with a swell advance. A three-color, 22 x 14 window card and a caricature in colored clay are available in addition to the other elaborate displays S. & S. have prepared.

Two novelettes and two short stories.

Austria from 1901 to 1921 is the background for this story of a horse by the author of "Bambi."

Knopf has a handsome poster, 11 x 14, in colors. Large advertising appropriation.

Morrow has a large quantity of 11 x 7 3-color cards, very attractive, and a few gold cards with photos of Mrs. Paterson. There are also 50 large displays to be obtained on request, 3-colors, 14 x 22, silk screened, with photo. \$3,000 ad. campaign.

Continuing the story of Sally, who first appeared in "Maids and Mistresses."

A story of a Pennsylvania Dutch family at the turn of this century.

Lord & Taylor is having a window featuring this book, displaying flags and pictures of the author. Special displays on request. National advertising with a \$2,000 appropriation.

A romance by the author of "Mulberry Square."

The autobiographical account of the life of a farmer's wife and family in Idaho. May go places.

The biography of an unfrocked priest who is now a high colonial official of French West Africa. Romance by the author of "We Ride the Gale!"

Market News

Current Best Sellers

- SO RED THE ROSE, by Stark Young. *Scribner*, \$2.50.
- GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.
- MARY PETERS, by Mary Ellen Chase. *Macmillan*, \$2.50.
- LUST FOR LIFE, by Irving Stone. *Longmans, Green*, \$2.50.
- THE FOLKS, by Ruth Suckow. *Farrar & Rinehart*, \$3.
- THE CHALLENGE TO LIBERTY, by Herbert Hoover. *Scribner*, \$1.75.
- FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover. *Houghton Mifflin*, \$3.50.
- WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.
- RETREAT FROM GLORY, by R. H. Bruce Lockhart. *Putnam*, \$3.
- STARS FELL ON ALABAMA, by Carl Carmer. *Farrar & Rinehart*, \$3.
- Heads the lists of N. Y. and New Orleans stores in the *Times*; first on the *Herald Tribune's* best seller list; and McClurg's best seller of the past week.
- Reported high by nearly every city in the *Times*, second on the *Herald Tribune* list.
- Now in its third printing after two printings of 10,000 each. The best seller in fiction last week at Boston, Washington and San Francisco stores reporting to the *Times*.
- First printing, 10,000; second printing, 5,000; third printing, 5,000. The best seller at Brentano's, N. Y., last week.
- The best seller last week at Philadelphia and Chicago stores according to the *Times*.
- N. Y., Philadelphia, San Francisco list it first in non-fiction in the *Times*; it leads the Chicago *Daily News'* best seller list; McClurg's best seller.
- Fifth printing. The *Times* reports it Chicago's best seller. Outsold all other non-fiction at Brentano's, N. Y., last week. H. M. has launched a new ad. campaign following their initial \$6,000.
- The 50,000 mark was passed the last day of September; 7,424 copies were sold in September, a greater sale by 500 copies than in any month since March, when it was published. Now its twelfth and largest printing brings its printed total to 76,000 copies.
- Reported by every city in the *Times* except Atlanta and New Orleans.
- Non-fiction best seller last week at Miller's and Davison-Paxton's, Atlanta.

Other Bookstore Favorites

- APPOINTMENT IN SAMARRA, by John O'Hara. *Harcourt, Brace*, \$2.50.
- NOW IN NOVEMBER, by Josephine Johnson. *Simon & Schuster*, \$2.
- THE CASINO MURDER CASE, by S. S. Van Dine. *Scribner*, \$2.
- THE COLD JOURNEY, by Grace Zaring Stone. *Morrow*, \$2.50.
- THIS LITTLE WORLD, by Francis Brett Young. *Harper*, \$2.50.
- NEW FRONTIERS, by Henry A. Wallace. *Reynal & Hitchcock*, \$2.
- ONE'S COMPANY, by Peter Fleming. *Scribner*, \$2.75.
- AMERICA'S TRAGEDY, by James Truslow Adams. *Scribner*, \$3.
- R. E. LEE, by Douglas S. Freeman. *Scribner*, \$7.50.
- IT'S UP TO US, by James P. Warburg. *Knopf*, \$2.
- A best seller in N. Y., Chicago and San Francisco.
- Fourth printing, two weeks after publication. Selling very well in N. Y., and the mid-West—St. Louis, Cleveland, etc.
- A best seller in N. Y. and Chicago, reported by the *Times* and the *Daily News*.
- Appears ninth on the *Herald Tribune's* latest list—selling at Washington stores, according to the *Times*.
- Best selling novel at Miller's and Davison-Paxton's, Atlanta.
- A best seller last week in N. Y., Philadelphia, Washington and Chicago.
- Second printing. Listed by Philadelphia, Chicago, New Orleans and San Francisco stores in the *Times*.
- Second printing. A favorite in Boston and Atlanta. Seventh on the Chicago *Daily News* list, tenth in the *Herald Tribune*.
- A best seller in Washington and Chicago stores last week. Front page reviews in the *Times* and *Tribune* book review sections.
- Second printing. Selling well everywhere.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports
Bi: Biography Ec: Economics Ju: Juveniles Re: Religion Tr: Travel
Bu: Business Fi: Fiction Mu: Music Sc: Science

Allen of Hurtwood, Lord

Britain's political future; a plea for liberty and leadership. 206p. O '34 N. Y., Longmans 2.75
Pointing the way for a New Deal for England without sacrificing liberty or democracy, and avoiding dictatorship and violent upheaval.

Armstrong, Anthony, pseud. [Anthony Armstrong Willis, A.A. of Punch, pseud.] Dr

Ten minute alibi; a mystery play in three acts. 108p. il., diagrs. D (French's standard lib. ed.) c. '33, '34 N. Y., S. French pap., .75

Atherton, Mrs. Gertrude Franklin Horn Fi

The foghorn; stories. 198p. D '34, c. '05-'34 Bost., Houghton 1.75
Two novelettes and two short stories.

Atkinson, Basil Ferris Campbell Re

Is the Bible true? 209p. D ['34] N. Y., Revell 1.25
In defense of the reliability and infallibility of the Bible.

Barker, Edwin L. and Barker, Albert Dr

The man on stilts; a comedy of the great American gah-gah in three acts. 95p. diagr. D (French's standard lib. ed.) c. '29, '34 N. Y., S. French pap., .75

Bartlett, Captain Robert Abram

Sails over ice. 313p. il. O c. N. Y., Scribner 3.00
The record of Captain "Bob" Bartlett's nine adventurous voyages to the Arctic in the schooner "Morrissey."

Beard, Belle Boone

Juvenile probation. 233p. (2p. bibl.) diagrs. O (Amer. sociology ser.) [c. '34] N. Y., Amer. B'k 2.25
An analysis of the case records of five hundred children studied at the Judge Baker Guidance Clinic and placed on probation in the Juvenile Court of Boston.

Benson, Theodora

Concert pitch. 287p. D c. N. Y., Macmillan 2.00

The story of Val Mellon who had been happy for eight years as the wife of Johnnie, a head-liner in English vaudeville, until an obscure little dancer came along and spoiled her life.

Bessey, Mabel Abbot and Ryan, Monica D., eds.

Literary by-paths; a collection of essays. 431p. il. D [c. '29-'34] Chic., Lyons & Carnahan 1.00
For use in high school English classes.

Bond, Frank Fraser

You can write. 112p. (3p. bibl.) D (Leisure League little b'k no. 2) c. N. Y., Leisure League of America pap., .25

Borland, Harold G.

Valor; the story of a dog. 182p. il. D [c. '28, '34] N. Y., Farrar & Rinehart 1.50
The story of a valiant sheep-dog who ran away from a cruel herder and lived as best he could on the Colorado plains.

Bradford, Frederick Alden Ec

Monetary developments since 1932. 46p. (2p. bibl. note) D c. N. Y., Longmans pap., .75
A brief account of the monetary activities of the Roosevelt Administration.

Brown, Henry Collins

The story of old New York. 373p. il., maps O [c. '34] N. Y., Dutton 5.00
An informal history of New York City from the time of its earliest settlement down to 1835 and the great fire.

Bultmann, D. Rudolf ★ Re

Jesus and the Word; tr. [from the German] by Louise Pettibone Smith and Erminie Huntress. 238p. D c. N. Y., Scribner 2.00
An historical presentation of the teaching of Jesus in the setting of the thought of His own time, by a professor of New Testament at the University of Marburg who belongs to the Barthian school of theology.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bunyan, James and Fisher, H. H. **Hi**
The Bolshevik Revolution, 1917-1918; documents and materials. 747p. (bibl. footnotes) O (Hoover War Lib. pub'ns no. 3) c. Stanford Univ., Cal., Stanford Univ. Press 6.00

A collection of decrees, manifestos and other public documents which tell, in the words of participants and observers and in contemporary press reports, the story of how the Bolsheviks seized the power in Russia and kept it during the first six months of their rule.

Burroughs, Prince Emmanuel, D.D. **Re**
Outlines of Bible history. 108p. maps, diagr. D [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40
A text for a Sunday school training course.

Calder-Marshall, Arthur **Fi**
At sea; a novel. 283p. D c. N. Y., Scribner 2.00

The story of a bride and groom of a day, at a British seaside resort, who are swept out to sea in the rowboat they had hired, and whose feelings toward each other change completely during a long night of danger.

Coffman, Ramon **Hi**
The story of America; b'k 6, Advancing the frontier. 128p. il., map D [c. '34] Dansville, N. Y., F. A. Owen Pub. Co. .72
An historical supplementary reader for grades 4 to 7.

Cooper, Russell M.
American consultation in world affairs for the preservation of peace; introd. by James T. Shotwell. 420p. (20p. bibl.) O c. N. Y., Macmillan 3.50
A study of the development and practice of international consultation as a means of maintaining peace, with special emphasis upon the part played by the United States.

Credle, Ellis **Ju**
Down down the mountain [il. by the author]. no p. il. (col.) Q c. N. Y., Nelson 2.00
The story of Hetty and Hank who lived in a log cabin in the Blue Ridge Mountains and raised some fine turnips to sell in town. For children from 4 to 6.

Cunliffe, John William
Leaders of the Victorian revolution. 351p. O [c. '34] N. Y., Appleton-Century 3.00
A study of the literary and humanitarian achievements of Victorian England. It traces the evolution of Victorian public opinion as reflected in the works of the principal writers of that period.

Curwen, Harold
Processes of graphic reproduction in printing. 158p. (4p. bibl.) il. (pt. col.), diagrs. O '34 N. Y., Oxford 3.75
A discussion of the various reproductive processes used in modern printing.

Abrams, Meyer Howard
The milk of paradise; the effect of opium visions on the works of De Quincey, Crabbe, Francis Thompson, and Coleridge. 97p. D (Harvard honors theses in English, no. 7) '34 Cambridge, Mass., Harvard pap., 1.25

Arkin, Herbert and Colton, Raymond R.
An outline of statistical methods; as applied to economics, business, education, social and physical sciences, etc. 177p. (bibls.) diagrs. D (College outline ser.) [c. '34] N. Y., Barnes & Noble pap., .75

Aubin, Robert Arnold, comp.
Harvard heroics; a collection of eighteenth-century verse descriptions of Harvard College. 29p. D '34 Cambridge, Mass., Harvard pap., .50

Barbour, Robert Porter
The agents key to fire insurance; concise and helpful information for agents, brokers and field men regarding

Cushman, Rebecca **Po**
Swing your mountain gal; sketches of life in the southern highlands; il. by the author. 162p. O '34, c. '33, '34 Bost., Houghton 2.50
Narrative poems about the mountain folk of the South.

Daglish, Alice and Rhys, Ernest, eds. **Ju**
A Christmas holiday book. 317p. il. (pt. col.) O ['34] N. Y., Dutton 3.00
A collection of Christmas stories, poems, carols and games for boys and girls.

Daniel, Elizabeth **Ju**
Happy hours; photographs of happy children. 62p. il. S [c. '34] Chic., Rand, McNally bds., .10
Verses and pictures about children's thoughts and pastimes.

Davis, Robert Hobart **Tr**
Bob Davis at large. 374p. il. D '34, c. '30-'34 N. Y., Appleton-Century 2.50
A famous journalist writes of his travels, experiences and impressions in Africa, South America, Russia, Sweden, Finland, Mexico, and on the high seas.

Dawson, Christopher Henry
Mediaeval religion and other essays. 202p. (bibl. footnotes) O '34 N. Y., Sheed & Ward 2.00
Six essays on religion and medieval culture.

De Ford, Alice **Fi**
Michael's wife. 314p. D c. Bost., Lothrop 2.00
Although two men loved Julie, she longed only for the love of her husband Michael who had married her because he wanted a companion to share his fine old house of which he was so fond.

Dewey, Davis Rich
Financial history of the United States; 12th ed. 638p. (bibls.) diagrs. D (Amer. citizen ser.) '34, c. '02-'34 N. Y., Longmans lea. cl., 3.00

Doerner, Max **★ Ar**
The materials of the artist and their use in painting with notes on the techniques of the old masters; tr. [from the German] by Eugen Neuhaus. 446p. (bibl.) il. O [c. '34] N. Y., Harcourt 3.75
A practical handbook on the technique and materials of painting by a professor at the Academy of Fine Arts in Munich.

Dubbé, M. C. **Fi**
Grains of wheat [il. by the author]. 190p. il., diagrs. D c. Caldwell, Id., Caxton Printers 2.00
The story of a discouraged young salesman in the East who goes west to try his luck at wheat farming.

Dummeier, Edwin F. and Heflebower, Richard B. **Ec**
Economics with applications to agriculture. 752p. (bibls.) diagrs. O c. N. Y., McGraw-Hill 3.75
A textbook for college students.

essentials of the business; 4th ed. 566p. diagrs. D [c. '17-'34] Phil., Spectator Co. flex. lea. cl., 3.50

Barnsley, Edward R.
Historic Newtown [Pennsylvania]. 146p. il. O c. [Phil., Birnbaum-Jackson Co., 821 Cherry St.] apply

Beck, Amanda K.
Reference hand-book for nurses; 8th ed., rev. 323p. il. '34 Phil., Saunders flex. cl., 1.50

Capps, Stephen R.
Notes on the geology of the Alaska peninsula and Aleutian Islands. 12p. (bibl. footnotes) map O (U. S. Dept. of Interior geological survey bull. 857-D) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Dow, E. W.
From Rome to nation-states, in outline introductively. various p. (bibls.) O c. Ann Arbor, Mich., Geo. Wahr pap., 1.15

Edholm, Lizette M.

Ship ahoy. 78p. il. D (Our changing world) c. N. Y., Nelson .50; textb'k ed., .44

Edwards, Linden Forest

Anatomy for physical education, descriptive and applied. 666p. (bibl.) il. (pt. col.), diagrs. O [c. '34] Phil., Blakiston lea. cl., 7.00

Eppes, Allen

Meet the prince. 279p. D (Arcadia House pub'n.) [c. '34] N. Y., Godwin 2.00

A southern village and all its attractive young girls were thrown into a state of fomatic excitement when Claire D'Aragan returned home with her young son, Prince D'Aragan, heir apparent to the throne of Dalvaria. The first publication of Arcadia House, the new division of Godwin.

Erskine, John

Helen retires; an opera in three acts. 107p. D [c. '34] Ind., Bobbs-Merrill 1.50

The libretto of an opera about Helen of Troy, for which music was composed by George Antheil.

Finley, George W., ed.

The winning debates, orations and speeches of the Pi Kappa Delta; v. 5. 230p. il. D [c. '34] N. Y., Noble & Noble 2.00

Fite, Warner

The platonic legend. 339p. D c. N. Y., Scribner 2.50

Plato's life, times and teachings reappraised by the Stuart Professor of Ethics in Princeton University, who shows them to be very different from the popular conceptions of them.

Frank, Glenn

America's hour of decision; crisis points in national policy. 263p. D c. N. Y., Whittlesey House, McGraw-Hill 2.50

A frank appraisal of the economic and political situation in America today by the president of the University of Wisconsin.

Frear, Mary Emma Dillingham [Mrs. Walter Francis Frear]

Lowell and Abigail; a realistic idyll. 340p. il., map (col.) O c. [Honolulu, T. H., "Friend Office," Hawaiian B'd] bds., 3.50, bxd

The life story of the Reverend Lowell Smith and his wife Abigail, missionaries to the Sandwich Islands during the 19th century, as told by their eldest granddaughter.

Goldstein, J. J.

The family in court. 284p. O '34 N. Y., Clark Boardman 3.00

Grant, Blanche Chloe

When old trails were new; the story of Taos. 353p. (3p. bibl.) il. O c. N. Y., Press of the Pioneers 3.00

A history of the unusual and ancient village of Taos, New Mexico.

Gray, Louis Herbert

Introduction to Semitic comparative linguistics. 163p. (20p. bibl.) O (Columbia Univ. studies in

comparative linguistics, v. 1) c. N. Y., Columbia Univ. Press 3.25

Greenwood, Annie Pike

We sagebrush folks. 494p. il. O c. N. Y., Appleton-Century 3.50

The author tells of her life with her family on an Idaho farm and of the long years of struggle they faced courageously.

Hadley, Harold

Come and see them die [foreword by Gene Fowler]. 246p. D [c. '34] N. Y., Messner 2.50

A veteran reporter describes some of his experiences with death—the drama behind the murders, suicides and executions he has covered for his paper.

Hammond, John Lawrence Le Breton [Jason, pseud.]

C. P. Scott of the Manchester Guardian. 379p. il. O [c. '34] N. Y., Harcourt 3.75

This biography of the late C. P. Scott, who for fifty-seven years was the editor of the Manchester Guardian, reflects the political, social, economic and journalistic life of Great Britain during that period.

Harvard studies in classical philology; v. 45. 268p. O '34 Cambridge, Mass., Harvard 2.00

Hathaway, Katharine Butler

Mr. Muffet's cat and her trip to Paris; il. by the author. 161p. O c. N. Y., Harper 1.75

The adventures of a Maine cat in Paris. For children from 8 to 12.

Herczeg, Imre de Josika

Hungary after a thousand years. 318p. il. '34 N. Y., Hungarian American Daily, 9 E. 16th St. 3.00; pap., 2.00; lea., 5.00

Hergesheimer, Joseph

The foolscap rose. 312p. D '34, c. '33, '34 N. Y., Knopf 2.50

A story of the changes that came to a family of Pennsylvania paper-makers during the course of three generations in the 19th century.

Hess, Fjeril

Sandra's cellar. 254p. il. D c. N. Y., Macmillan 1.75

The story of Sandra Howard's experiences working in a bookstore to earn money for her senior year at San Pablo College. For older girls.

Hibbett, Gladys McDow

Winds of memory [lim., numbered, signed ed.]. 63p. il. O c. Phil., Poetry Publishers 2.00

Hicks, Frederick Charles and Katz, Elliott R.

Unauthorized practice of law; a handbook for lawyers and laymen. 213p. (28p. bibl.) O '34 [Chic.], Amer. Bar Ass'n, 1140 N. Dearborn St. 1.00

Holmyard, Eric John

Chemistry for beginners. 233p. il., diagrs. D (Dent's modern sci. ser.) [c. '34] N. Y., Dutton 1.00

Iowa Child Welfare Research Station

A manual of nursery school practice. 215p. (11p. bibl.) il. O (Univ. of Ia. bull., new ser. no. 730) c. Iowa City, Univ. of Ia. pap., 1.00

Freeman, Ruth Crawford

Living expenditures of a group of Illinois farm families 1930, 1931, 1932. 39p. maps, diagrs. O (Agri. Exp. Sta. bull. 406) [c. '34] [Urbana], Univ. of Ill. pap., apply

French, John C. and Wheeler, Paul Mowbray

Practice work in college English; exercises in structure, grammar, style, and idiom, adapted for use with any good textbook of English composition. 238p. O [c. '34] N. Y., Amer. B'k pap., apply

Geier, Oscar A.

Patents, trade-marks and copyrights, law and practice; 7th ed. 127p. O [c. '34] N. Y., Richards & Geier, 274 Madison Ave. apply

Gernsback, Hugo, ed.

1934 official short wave radio manual; complete experimenter's set-building and servicing guide; full directory of all short wave receivers. 240p. il. diagrs. Q c. '34 N. Y., Short Wave Craft, 98 Park Pl. flex. lea. cl., apply

Irwin, Helen

Paddles to propellers; transportation on the Hudson River. 69p. il. D (Our changing world) c. N. Y., Nelson .50; textb'k ed., .44

Jettison, Christopher

Addlegams, the new party game; il. by Carl Rose. 116p. O c. [Bost.], Houghton 1.50

Jones, Arthur Julius

Principles of guidance; 2nd ed. [education]. 483p. (bibl.) diags. O '34, c. '30, '34 N. Y., McGraw-Hill 3.00

Kaye, Benjamin M.

The curtain rises; a romantic comedy in three acts. 105p. il., diagr. D (French's standard lib. ed.) c. '32-'34 N. Y., S. French pap., .75

Keating, Mrs. Eva Pearl Murphy

Come to my arms. 256p. D [c. '34] N. Y., Macaulay 2.00

The romance of Abby York who turned to Anthony Scarlett, brilliant young playwright, for solace and friendship when the world misjudged her intimacy with Benny Carmichael.

Keyes, Frances Parkinson Wheeler [Mrs. Henry Wilder Keyes]

The safe bridge. 321p. (bibl. note) il. D [c. '34] [N. Y., Messner] 2.50
A romance laid in a Vermont village early in the 19th century.

King, Elizabeth

Quilting. 91p. il. D (Leisure League little b'k no. 8) c. N. Y., Leisure League of America pap., .25

Klapper, Paul

The teaching of arithmetic [2nd ed.]. 538p. (12p. bibl.) diags. D (Appleton ser. in special methods) [c. '34] N. Y., Appleton-Century 2.60

Konus, J. J.

Dictionary: Slovak-English. 628p. D '34 Milwaukee, Caspar, Krueger, Dory 3.75

Leakey, Louis Seymour Bazett

Adam's ancestors; an up-to-date outline of what is known about the origin of man. 263p. (3p. bibl.) il., diags. D '34 N. Y., Longmans 3.20
A study in evolution.

Leavelle, Elizabeth

Lustrous heroine. 304p. D [c. '34] N. Y., Farrar & Rinehart 2.00

The story of Ming Yiung, a beautiful Chinese peasant girl who left her poverty-stricken home and became a courtesan in the House of the Sing-Song Girls.

Leonard, Arthur Lee

Lost road. 253p. D [c. '34] N. Y., Macaulay 2.00
The story of two young moderns who experimented unhappily with love.

Jackson, Chevalier

Foreign body in air and food passages roentgenologically considered. 285p. (bibl.) il. Q (Annals of roentgenology, v. 16) '34 N. Y., P. B. Hoeber 12.00

Johnson, Sherman

Wheat under the Agricultural Adjustment Act; developments up to June, 1934. 111p. (bibl. footnotes) diagr. O (Brookings Inst. pamphlet ser. no. 14) c. Wash., D. C., Brookings Inst. pap., .50

Kallen, Horace M.

Education versus indoctrination in the schools. 25p. (bibl.) D (Public policy pamphlet no. 13) [c. '34] Chic., Univ. of Chic. Press pap., .25

[Karg, George A.]

The religious elevation of the human society [tr. by

Lincoln, Victoria Endicott [Mrs. Isaac Watkins]

February Hill. 337p. D [c. '34] N. Y., Farrar & Rinehart 2.50

The story of the amoral Harris family who lived in a careless and slovenly manner near Providence, Rhode Island, and especially of Jenny who married out of the chaos.

Lippitt, Louisa Christiana

Hygiene and home nursing; a practical text for girls and women. 432p. il., diags. D [c. '34] Yonkers, N. Y., World B'k 1.24

Lomax, John Avery and Lomax, Alan, comps.

American ballads and folk songs. 664p. (9p. bibl.) O c. N. Y., Macmillan

5.00; lim., signed ed., 12.50
A comprehensive collection of representative American ballads and folk songs.

Loring, Mrs. Emilie Baker [Josephine Story, pseud.]

With banners. 316p. D [c. '34] Phil., Penn 2.00

The unpleasantness and complications surrounding Brooke Reyburn's inheritance of what rightfully belonged to Mark Trent did not prevent them from falling in love.

Lovette, Leland P.

Naval customs, traditions and usage. il. '34 Annapolis, Md., U. S. Naval Inst. 3.75

McCloy, John A.

The making of a pulpit orator. 212p. D c. N. Y., Macmillan 2.00

A practical book on the requisites of successful preaching.

McHale, Kathryn and Speek, Mrs. Frances Valiant

Housing college students. 105p. (6p. bibl.) O c. Wash., D. C., Amer. Ass'n of Univ. Women, 1634 I St., N.W. 1.50

Including papers presented at the Conference on the Housing of College Students called by the A. A. U. W. and supplementary material on housing plans in effect at a number of colleges and universities.

McTaggart, John McTaggart Ellis

Philosophical studies; ed. by S. V. Keeling. 292p. (bibl. footnotes) O '34 N. Y., Longmans 5.00

Magaret, Helene

The trumpeting crane; decorated by James Reid. 159p. O c. N. Y., Farrar & Rinehart 2.00

A narrative poem portraying the life and emotions of a young woman who lived alone with her father on a western prairie farm.

Markham, William Colfax

Along the highway of life. 99p. il. D [c. '34] Wash., D. C., Ransdell, Inc. 1.75

George Hannes]. 102p. il. D [c. '34] [Ozone Park, N. Y., Author, 135-14 114th Pl.] pap., apply

Kawin, Ethel

The wise choice of toys. 122p. (bibl.) il. O [c. '34] Chic., Univ. of Chic. Press pap., 1.00

Koon, Cline M., comp.

Some public service broadcasting; being a report on the survey made by the National Advisory Council on Radio in Education and the Federal Office of Education. 38p. D [c. '34] Chic., Univ. of Chic. Press pap., .35

McKibben, Frank M.

Improving your teaching [religious education]. 64p. D [c. '34] Phil., Judson Press pap., .30

Mazer, Sonia

Ju

Yossele's holiday and the brave Maccabees; il. by the author. 60p. Q c. Garden City, N. Y., Doubleday

bds., 1.50

The story of a small Russian Jewish boy and his celebration of Hanukkah, the Feast of Lights.

Menaker, Fred and Brewster, Franklin

The life of the party; fifty sure-fire ways of having fun. 104p. il. D (Leisure League little b'k no. 11) c. N. Y., Leisure League of America

pap., .25

Mercer, Frank Alfred and Gaunt, William, eds.

Ar

Modern publicity 1934-5. 128p. il. (pt. col.) Q (Advertiser's lib.) ['34] N. Y., Studio Pub'ns

4.50; pap., 3.50

Reproductions of modern advertisements, with critical comments on their effectiveness.

Mitchison, Mrs. Naomi Margaret Haldane

Naomi Mitchison's Vienna diary. 287p. D '34 N. Y., Smith & Haas

2.00

A record of what the author saw and experienced during her visit to Vienna immediately after the civil war in Austria and the defeat of the Socialists.

Monteith, Mother Augusta, comp.

Ju

The pink book of verse, for very little children. 261p. il. O '34 N. Y., Sheed & Ward

1.50

The verses at the beginning are printed in large type and the size of the type gradually reduced throughout the book.

Moon, Robert Oswald, M.D.

Medicine and mysticism. 57p. (bibl. footnotes) D '34 N. Y., Longmans

1.00

An essay showing the influence of mysticism on medicine from ancient times to the present day.

Morell, Parker

Bi

Diamond Jim; the life and times of James Buchanan Brady. 286p. il. O c. N. Y., Simon & Schuster

3.00

A biography of Diamond Jim Brady, Manhattan's most flashing and picturesque figure during the gay nineties.

Nowak, Carl Alfred

Modern brewing; a practical hand book of contemporary brewing practice; 2nd ed. 388p. (4p. bibl.) il., diags. O [c. '31, '34] St. Louis, Author, Chemical Bldg.

lea. cl., 10.00

Mathews, Albert P.

Gravitation, space-time and matter. 103p. diags. O c. Cin., Author, 255 Loraine Ave.

pap., 1.10

Miller, Richard H., M.D.

Tuberculosis of the lymphatic system. 262p. (bibls.) il. (pt. col.), diags. O (Macm. medical monographs) c. N. Y., Macmillan

4.00

Morrison, Frances and Seymour, Jessie

Mother Hubbard's cupboard; cut and paste book. 93p. il. F '34, c. '32 Chic., A. Whitman

pap., apply

Mother Hubbard's cupboard; draw and color book. 96p. il., diags. F '34, c. '31, '32 Chic., A. Whitman

pap., apply

Mother Hubbard's cupboard; read and do book. 94p. il. Q c. Chic., A. Whitman

pap., apply

Morrison, Lucile Phillips, comp.

An introduction to the world of books. 237p. (bibls.) il. D (Scripps Coll. bull. v. 8, no. 4) c. Claremont, Cal., Scripps College

pap., .50

Mortimer, William M.

Inland marine insurance; principles and practices of transit insurance and other inland marine coverages. 467p. O [c. '34] N. Y., Transportation Service Co., 45 John St.

lea. cl., 7.50

Oxenham, John, pseud. [William Arthur Dunkerley]

Fi

Christ and the third Wise Man. 187p. D c. N. Y., Longmans

2.00

The life of Jesus told in the words of Caspar, the youngest of the Three Wise Men, as he observed it.

Padover, Saul K.

Bi

The revolutionary emperor, Joseph the Second, 1741-1790. 414p. (11p. bibl.) il. (pors.), map O ['34] N. Y., Ballou

3.50

A biography of Joseph II of Austria.

Paterson, Mrs. Isabel M. Bowler

Fi

The golden vanity. 372p. D c. N. Y., Morrow

2.50

This story of three women cousins who were radically different in temperament and in their attitudes towards life is set in New York before, during and after the stock market crash.

Patterson, Frances Taylor

Fi

White wampum; the story of Kateri Tekakwitha. 304p. D c. N. Y., Longmans

2.00

A novel based upon the life of the Indian girl of the 17th century who became a devout Christian.

Patton, Hardison

More fur-bearing animals; including the angora wool rabbit, fitch, nutria and fisher with revisions on the silver fox, mink and muskrat. 202p. il., diags. O [c. '34] Chic., Clement V. Ritter

3.00

A supplement to the author's "Raising Fur-Bearing Animals."

Penrose, E. F.

Population theories and their application; with special reference to Japan. 361p. (bibl. footnotes) O (Food Research Inst. misc. pub'ns, no. 7) [c. '34] Stanford Univ., Cal., Food Research Inst.

3.50

Pound, Ezra Loomis

Po

Eleven new cantos, thirty-one to forty-one. 56p. O [c. '34] N. Y., Farrar & Rinehart

1.50

The author of "A Draft of XXX Cantos" adds eleven new cantos to his prodigious poem.

Price, George McCready

Re

Modern discoveries which help us to believe. 209p. (bibl. footnotes) D [c. '34] N. Y., Revell

1.50

The author contends that modern discoveries in science and evolution serve to strengthen Christianity.

Nelson, Janet Fowler

Leisure-time interests and activities of business girls; a research study conducted during 1931-1933. 113p. diags. O ['34] N. Y., Womans Press

pap., .75

Odling, E. F.

The parish priest as preacher. 61p. S '34 Milwaukee, Morehouse

pap., .60

Panken, Jacob

Socialism for America. 15p. O [n. d.] N. Y., Rand School Press

pap., .05

Paterson, Donald G.

Research studies in individual diagnosis [vocational guidance]. 55p. Q '34 Minneapolis, Univ. of Minn. Press

pap., .75

Pieters, Adrian John

The little book of lespedeza [agriculture]. 94p. (2p. bibl.) il., map O c. Wash., D. C., Colonial Press, Box 3263 You St. Sta.

1.00; pap., .75

Piquet, Howard S.

Outline of the New Deal legislation of 1933-1934; 2nd ed. 160p. diags. Q '34, c. '33, '34 N. Y., McGraw-Hill

pap., 1.00

[Porte, Roy Trewin]

The golden age of printing. no p. S c. Salt Lake City, Porte Pub. Co., 952 E. 21st St.

pap., .25

Reed, Ruth

The illegitimate family in New York City; its treatment by social and health agencies. 405p. (117p. bibl.) O (Studies of Research Bur. of Welfare Council no. 11) c. [N. Y.], Columbia Univ. Press 3.75

Richmond, Admiral Sir Herbert William

National policy and naval strength, and other essays. 372p. (bibl. footnotes) O '34 N. Y., Longmans 2.40

Roberts, Sydney Castle

Introduction to Cambridge; a brief guide to the University from within. 103p. il., map D '34 [N. Y., Macmillan] 1.00

Robinson, Edgar Eugene

American democracy in time of crisis. 90p. D (Stanford pamphlets, no. 5) [c. '34] Stanford Univ., Cal., Stanford Univ. Press 1.50; pap., 1.00

Root, Lynn and Clark, Harry

The milky way; a comedy in three acts. 118p. il., diagr. D (French's standard lib. ed.) c. '33, '34 N. Y., S. French 75

Rosenbloom, Jack

Ballyhoo, bargains and banners. 249p. O [c. '34] N. Y., Empire Pub. Co. 2.50
An analysis of popular-price department store advertising and promotion methods.

Rubin, Jacob H.

I live to tell; the Russian adventures of an American Socialist. 330p. il. O [c. '34] Ind., Bobbs-Merrill 2.75
The author, born a Russian Jew and now an American citizen, relates his experiences during a visit to Soviet Russia in 1919 and on a later trip in 1931.

Ruston, Arthur Gough and Witney, Denis

Hooton Pagnell; the agricultural evolution of a Yorkshire village. 467p. il., maps, diagrs. O '34 N. Y., Longmans 10.50

Salten, Felix

Florian, the emperor's stallion; tr. [from the German] by Erich Posselt and Michel Kraike. 343p. D [c. '34] Ind., Bobbs-Merrill 2.50
Austria in the years 1901 to 1921 is the setting for this story of Florian, the Emperor's Lipizzan stallion, the pride of the famous Spanish Riding School of Vienna.

Sander, C. G.

Practical numerology (Pythagorean system) and character analysis. 128p. D ['34] Bost., Bruce Humphries 1.75

Read, William A.

Florida place-names of Indian origin and Seminole personal names. 88p. (bibl.) O (La. State Univ. studies no. 11) c. Baton Rouge, Louisiana State Univ. Press 1.00

Richards, Henry I.

Cotton under the Agricultural Adjustment Act; developments up to July, 1934. 137p. (bibl. footnotes) diagrs. O (Brookings Inst. pamphlets ser. no. 15) c. Wash., D. C., Brookings Inst. 50

Russell, H. E.

Riveting and arc welding in ship construction. 217p. il., diagrs. D [c. '34] N. Y., Simmons-Boardman Pub. Co. apply

Scott, Clarice L.

Quality guides in buying ready-made dresses. 8p. O (U. S. Dept. of Agri. leaflet no. 105) '34 [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] 50

Shanholt, Henry H.

New aid in intermediate algebra for reviews and tests. 128p. S (Student's manual) [c. '34] N. Y., Regents Pub. Co. 50

Seabrook, William Buehler

The white monk of Timbuctoo. 291p. il., diagrs. O [c. '34] N. Y., Harcourt 3.00
The authorized biography of an extraordinary personality, Père Yakouba, the missionary monk of Timbuctoo who married a native, raised a huge family, and is today a wealthy, influential and respected citizen of Timbuctoo.

Seymour, Beatrice Kean Stapleton [Mrs. William Kean Seymour]

Interlude for Sally; being some further chapters in the life of Sally Dunn. 376p. D c. N. Y., Knopf 2.50

Further experiences of lovely young Sally of "Maids and Mistresses" while working in the unconventional home of the Merralls.

Shannon, Frederick Franklin, D.D.

Christ eternal. 153p. D [c. '34] N. Y., Revell 1.50
Eight sermons by the minister of Central Church, Chicago.

Shaw, R.

Outline of governments. 212p. D '34 N. Y., Review of Reviews, 233 4th Ave. 1.50

Shelton, Hannah Corbett

How to design your own clothes; introd. by Irvin S. Cobb. 82p. il., diagrs. D (Leisure League little b'k no. 13) c. N. Y., Leisure League of America 25

Singmaster, Elsie [Mrs. Harold Lewars]

The magic mirror; a novel. 294p. D c. Bost., Houghton 2.50
This story of the Hummer family, sturdy Pennsylvania Germans, is laid at the turn of the century.

Smith, Melville and Krone, Max T.

Fundamentals of musicianship; b'k 1. 211p. diagrs. Q [c. '34] N. Y., Witmark 2.50
A textbook for a first year music course in colleges and conservatories.

Spaeth, Sigmund Gottfried

Music for everybody. 83p. (bibl.) D (Leisure League little b'k no. 9) c. N. Y., Leisure League of America 25

Stark, Freya Madeline

The valleys of the Assassins, and other Persian travels. 364p. il., maps (pt. col.) O ['34] N. Y., Dutton 4.00
An account of the author's travel adventures in Persia.

New aid in plane geometry for reviews and tests. 128p. diagrs. S (Student's manual) [c. '34] N. Y., Regents Pub. Co. 50

Wayne, Kathryn

Yours truly Willie; a comedy of youth in three acts. 91p. diagrs. D c. '34 N. Y., S. French 50

Whittaker, Colin W. and Lundstrom, Frank O.

A review of the patents and literature on the manufacture of potassium nitrate with notes on its occurrence and uses. 53p. (24p. bibl.) O (U. S. Dept. of Agri. misc. pub'n no. 192) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 50

Wilson, Hewitt

Kaolin and china clay in the Pacific Northwest. 184p. (2p. bibl., bibl. footnotes) il., maps, diagrs. O (Engineering Exp. Sta. ser. bull. no. 76) '34 Seattle, Univ. of Wash. 1.60

Wulffen, Dr. Erich

Woman as a sexual criminal; tr. by David Berger. 544p. il. O c. N. Y., Amer. Ethnological Press, 65 5th Ave. 6.00

Steed, Wickham

Hitler, whence and whither. 189p. D '34 N. Y.,
Review of Reviews, 233 4th Ave. 1.50

Stucken, Eduard

The great white gods; il. with woodcuts by H.
Glintenkamp [tr. from the German by Frederick
H. Martens]. 712p. O [c. '34] N. Y., Farrar &
Rinehart flex. cl., 3.00

An epic of the Spanish invasion of Mexico and the
conquest of the barbaric Aztec culture of the New
World.

Summers, Harrison Boyd

Contest debating; a textbook for beginners. 232p.
D (Reference shelf, v. 9, no. 6) c. N. Y., H. W.
Wilson .90

Sutherland, Halliday Gibson

A time to keep. 281p. O c. N. Y., Morrow
3.00
Further reminiscences by the author of "The Arches
of the Years."

Thomas, Edward

What to do about your invention. 109p. diagr. D
(Leisure League little b'k no. 5) c. N. Y., Leisure
League of America pap., .25

Van Druten, John

The distaff side; a comedy of women in three
acts. 126p. D '34, c. '33, '34 N. Y., Knopf
bds., 2.00
A current Broadway production.

Warren, Carl N.

Modern news reporting. 460p. diagrs. D c. N. Y.,
Harper 2.50
An extensive revision of the author's text "News
Reporting."

Washburn, Robert Mann

Cottage cheeses and other popular varieties [reci-
pes]. 152p. il. O [c. '34] Milwaukee, Olsen Pub.
Co., lea. cl., 2.00

**Webster, Doris [Mrs. Samuel Clemens Web-
ster]**

How to spend your husband's leisure. 96p. D
(Leisure League little b'k no. 4) c. N. Y., Leisure
League of America pap., .25

Wells, Carolyn [Mrs. Hadwin Houghton]

The visiting villain; a Fleming Stone detective
novel. 307p. D [c. '34] Phil., Lippincott 2.00
Fleming Stone had to solve the mystery of Bruce
Dunbar's four wills and discover whether or not Dun-
bar had been killed by his pet Indian cobra.

Bi**Wells, Wells, pseud.**

Adam's daughter. 435p. (bibl. footnotes) O c.
N. Y., Appleton-Century 3.00
It is, has been and always will be a woman's world
is the contention of this survey of woman's status from
ancient times to the present day.

Wicks, Robert Russell

The reason for living; an approach to the per-
sistent questions of life. 329p. D c. N. Y., Scrib-
ner 2.00
The Dean of the Chapel, Princeton University, paints
the way to the faith that gives meaning to life.

Wightman, E. C.

Life insurance accounts. 292p. O (Institute ser.)
c. [N. Y.], Life Office Management Ass'n, 110 E.
42nd St. 3.50
A textbook on life insurance accounting.

Wildes, Harry Emerson

Japan in crisis. 308p. O c. N. Y., Macmillan
2.00
Based on first-hand observation, the author, a former
professor of economics and sociology in Keio Univers-
ity, presents an impartial explanation of Japan's pres-
ent political and social difficulties.

Williams-Ellis, Mrs. Amabel

Fairies and enchanters; a new book of old Eng-
lish stories. 310p. il. (pt. col.) D '34 N. Y., Nel-
son 2.00

Wilson, Helen Van Pelt

A garden in the house; the culture of bulbs, house
plants and terrariums. 112p. il., diagrs. D (Leisure
League little b'k no. 10) c. N. Y., Leisure League
of America pap., .25

Wirries, Mrs. Mary Mabel

Patsy goes to the mountains. 173p. front. D c.
N. Y., Benziger 1.25
The story of a city girl's vacation in the Kentucky
mountains. For Catholic girls.

**Young, Emily Hilda [Mrs. J. A. H. Dan-
iell]**

The curate's wife. 333p. D [c. '34] N. Y.,
Harcourt 2.50
The author of "Jenny Wren" tells how Dahlia,
Jenny's vivid sister, learns to be the curate's wife and
adapt herself to the small but human society of The
Green.

Zervos, Christian

L'art en Grèce; des temps préhistoriques au début
du dixhuitième siècle. il. Q '34 N. Y., E. Weyhe
bds., 9.00

Title Index to The Weekly Record

Does not include the material listed in smaller type

- | | | | |
|---|------------------|---|-------------------------------|
| Adam's ancestors. Leakey, L. 3.20 | Longmans | American democracy in time of crisis. Robinson,
E. E. 1.50; 1.00 | Stanford Univ. Press |
| Adam's daughter. Wells, W. 3.00 | Appleton-Century | America's hour of decision. Frank, G. 2.50 | Whittlesey House, McGraw-Hill |
| Addlegrams. Jettison, C. 1.50 | Houghton | Anatomy for physical education. Edwards, L. F.
7.00 | Blakiston |
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5.00; 12.50 | Macmillan | At sea. Calder-Marshall, A. 2.00 | Scribner |
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R. M. 3.50 | Macmillan | Ballyhoo, bargains and banners. Rosenbloom, J.
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- Outlines of Bible history. Burroughs, P. R. .60; .40
S. S. B'd of So. Bapt. Convention
- Paddles to propellers. Irwin, H. .50; .44
Nelson
- Patsy goes to the mountains. Wirries, M. M. 1.25
Benziger
- Philosophical studies. McTaggart, J. 5.00
Longmans

- Pink book of verse, The. Monteith, A. 1.50
Sheed & Ward
- Platonic legend, The. Fite, W. 2.50
Scribner
- Population theories and their application. Penrose, E. F. 3.50
Food Research Inst.
- Practical numerology. Sander, C. J. 1.75
Bruce Humphries
- Principles of guidance. Jones, A. J. 3.00
McGraw-Hill
- Processes of graphic reproduction in printing. Curwen, H. 3.75
Oxford
- Quilting. King, E. .25
Leisure League of America
- Reason for living, The. Wicks, R. R. 2.00
Scribner
- Revolutionary emperor, Joseph the Second, The. Padover, S. K. 3.50
Ballou
- Safe bridge, The. Keyes, F. 2.50
Messner
- Sails over ice. Bartlett, R. A. 3.00
Scribner
- Sandra's cellar. Hess, F. 1.75
Macmillan
- Scott (C. P.) of the Manchester Guardian. Hammond, J. 3.75
Harcourt
- Ship ahoy. Edholm, L. M. .50; .44
Nelson
- Story of America, The; b'k 6. Coffman, R. .72
F. A. Owen Pub. Co.
- Story of old New York, The. Brown, H. C. 5.00
Dutton
- Swing your mountain gal. Cushman, R. 2.50
Houghton
- Teaching of arithmetic, The. Klopfer, P. 2.60
Appleton-Century
- Ten minute alibi. Armstrong, A. .75
S. French
- Time to keep, A. Sutherland, H. G. 3.00
Morrow
- Trumpeting crane, The. Margaret, H. 2.00
Farrar & Rinehart
- Unauthorized practice of law. Hicks, F. C. 1.00
Amer. Bar Ass'n
- Valleys of the Assassins, The. Stark, F. M. 4.00
Dutton
- Valor. Borland, H. G. 1.50
Farrar & Rinehart
- Visiting villain, The. Wells, C. 2.00
Lippincott
- We sagebrush folks. Greenwood, A. P. 3.50
Appleton-Century
- What to do about your invention. Thomas, E. .25
Leisure League of America
- When old trails were new. Grant, B. C. 3.00
Press of the Pioneers
- White monk of Timbuctoo, The. Seabrook, W. B. 3.00
Harcourt
- White wampum. Patterson, F. T. 2.00
Longmans
- Winds of memory. Hibbett, G. M. 2.00
Poetry Publishers
- Winning debates, orations and speeches of the Pi Kappa Delta, The; v. 5. Finley, G. W. 2.00
Noble & Noble
- With banners. Loring, E. 2.00
Penn
- Yossele's holiday. Mazer, S. 1.50
Doubleday
- You can write. Bond, F. F. .25
Leisure League of America

OLD & RARE BOOKS

A MONTHLY DEPARTMENT

Sale of Part II of Terry Library

*A Cross Section of Rarities in Many Fields of Collecting That Will
Give an Early Trial of the Rare Book Market*

FREDERICK M. HOPKINS

PART II OF THE library of the late Dr. Roderrick Terry, of Newport, R. I., will be dispersed on November 7th and 8th by the American Art Association Anderson Galleries, Inc. The catalog contains 370 lots which will be sold in three sessions, one the evening of the first day, the others the afternoon and evening of the second day. This sale has been carefully planned to try out the rare book market early and prepare the way for a very active season. The interest in the sale already shown indicates that collectors and

dealers are keenly interested in the opportunity which it gives.

This part, like Part I, contains diversified material that will interest a wide circle of buyers. There are illuminated manuscripts, incunabula, early printing, Elizabethan rarities, fine printing and binding, rare Americana, broadsides, autograph letters, documents, manuscripts and association books. Many authors, favorites of discriminating collectors, are represented by items of great rarity and value. By this method of diversi-

fication various groups of buyers are given a chance and the volume of purchases can be distributed over the season and easily carried. This is important if a large volume of rarities is to be sold this season, as now appears likely. This process of selection worked well last season, resulting in well-attended sales, lively competition, and the indications are that it will do so this season.

Among the illuminated manuscripts are a 13th century manuscript of the Bible in Latin, a beautiful French manuscript in a 17th century binding; a late 15th century Flemish Breviary, with miniatures and capitals beautifully illuminated with burnished gold; an illuminated French manuscript Hymnarium, with twenty-seven miniatures, executed in the 15th century; an illuminated manuscript of Justin, executed for Cardinal Georges D'Amboise, archbishop of Rouen, celebrated French bibliophile, *circa*, 1598—1604; and a manuscript Prayer Book in Latin, executed in France in the 15th century, and said to have been presented to Washington Irving by Gouveneur Kemble.

There are many items of incunabula, including an editio princeps of Aristophanes, printed by Aldus Manutius in Venice in 1498; an illuminated copy of the second edition of St. Augustine's "The City of God," 1468, one of the earliest books printed at Rome; the Epistle of Paul the Apostle to the Ephesians, including parts of the Epistles to the Galatians and to the Phillipians, from the Gutenberg Bible, 1450—1455; the editio princeps of Cicero's Orations, printed at Rome by Sweynheym and Pannartz in 1471; an early edition of Dante's "Divine Comedy," printed at Venice in 1477; the Earl of Pembroke's copy of Higden's "Polycronicon," printed by William Caxton at Westminster in 1482; the editio princeps of Thomas A'Kempis's "Imitatio Christi," printed by Gunther Zainer at Augsburg in 1473; and a fine copy of the Nuremberg Chronicle, with woodcuts and initials brilliantly colored, printed by Anton Koberger in Nuremberg in 1493.

Early printing includes some very rare items. There is an editio princeps of the Bible in Greek, a beautiful and monumental production of the Aldine Press, 1518; the first complete edition of English Bible translated by Miles Coverdale and printed at Zurich, 1535; the very rare Aldine Homer, Venice, 1504; the Tragedies of Sophocles, printed by

Aldus in Venice in 1502; and an early illustrated edition of Virgil printed at Venice in 1522. Elizabethan rarities include a First, Second, Third and Fourth Folio of Shakespeare; and the first collected edition of Ben Jonson, in two small folio volumes, full contemporary calf, 1616—1640.

Rare Americana, in which this part abounds, includes items of great rarity and historical interest. For instance there are such items as Major John Child's "New-Englands Jonas Cast up at London," etc., London, 1647, one of but few copies known; the first official publication of the ratification of the Constitution by Rhode Island, the last of the States to ratify, Newport, 1790; the first published account of Sir Francis Drake's voyage to America in 1585 and 1586, Leydae, 1588; Higginson's "New-Englands Plantation," London, 1630, one of the first accounts of Salem and Charlestown; Johnson's "History of New England," London, 1654, first edition of the earliest published narrative relating generally to Massachusetts; Official Letter by the governor of Nova Scotia announcing the expulsion of the Acadians and the reasons therefor, August 11, 1755; Eliot's "Nevv Englands First Fruits," etc., London, 1643, Eliot's Tract No. 1, describing the earliest attempts to civilize and convert the Indians of New England; the "New England Primer," Boston, 1750, one of the seven earliest New England Primers recorded, the only copy located; and Vincent's "A True Relation of the late Battell Fought in New England, between the English and Savages," etc., London, 1637, the only copy located of the first edition of the first printed account of the first Indian war in New England. The wealth of original early historical source material, of which these items are only representative, cannot fail to awaken keen interest among collectors of Americana, for this is almost a unique opportunity.

The extraordinary collection of Washington Irvingiana, comprising thirty numbers, is said to have been a portion of Dr. Terry's library nearest his heart. This portion, in conjunction with the items sold in the first part last May, and the items to be sold at a later date, comprises a truly remarkable collection. In Dr. Terry's early life his parents' home was at Irvington, N. Y., within a short distance from Sunnyside, Irving's home. In the warm summer months young Terry was driven about the countryside in a small pony

cart, and he often met Irving, who loved children dearly, and he invariably stopped the cart and chatted with the children. Dr. Terry early formed a real Irving interest that grew with the years, and this collection has an association interest that has no parallel among Irving collectors.

The Irving items in this part include a wide range of material. There are about a half dozen complete manuscripts of stories published in "The Sketch Book" and elsewhere, and an unfinished manuscript of a story never published; there are many manuscript journals, diaries and note books, among the latter being manuscript notes made for "The History of New York" and for the "Life of Washington." There are twenty, or more, autograph letters, mostly of biographical or literary interest; first editions of Irving's books, among them the author's own copy of "Oliver Goldsmith," with the inscription "Washington Irving, Sunnyside, December 31, 1851." A copy of "Irvingiana," New York, 1860, is extra-illustrated by the insertion of more than 70 portraits and views, many india proofs and engravings printed before letters. A superbly extra-illustrated copy of "The Life and Letters of Washington Irving" by the author's nephew, Pierre M. Irving, is extended from 3 vols. to 7 vols., bound in full crimson levant by Taffin-Lefort, New York, 1883, and containing 400 portraits, views, autograph letters, docu-

ments, etc. There is a collection of 225 portraits of Washington Irving, his friends and contemporaries, views of his life and stories in various media including engraving, etching, mezzotinting and others. And of the greatest association interest of all is Irving's own Will, 4 pp., 4to, Sunnyside, July 28, 1850, about 625 words, all entirely in the author's own handwriting except the two names of James Law and Peter Caffrey who legally witnessed the document.

Space does not permit further description. Authors not already mentioned who are represented by notable items, or groups of items, include Elizabeth Barrett Browning, William Cullen Bryant, John Bunyan, Lord Byron, James Fenimore Cooper, John Cotton, Philip Freneau, Nathaniel Hawthorne, Charles Lamb, Henry W. Longfellow, Cotton, Increase and Richard Mather, John Milton, John Howard Payne, Percy Bysshe Shelley, Robert Southey, Laurence Sterne, Robert Louis Stevenson, and William Wordsworth. Colonial New England, the American Revolution, and Rhode Island are represented by much material of extreme scarcity and great value.

Three sessions of rarities such as those in this part of the Terry library will interest collectors in these fields. The sale cannot fail to open the door for other important sales now in preparation.

"Spreading the Gospel"

An English Bookseller Urges a Wider Range of Collecting in Order to Interest a Larger Number of Collectors

FREDERICK M. HOPKINS

IN THE LAST eighteen months, we have referred to the forewords of the catalogs issued by George Bates, of London, at least a half dozen times. He has had a soundness of view and an originality and force of expression that has been exhilarating to us, and, from comment that we have received, to others as well. His October catalog has just reached us, bearing the title, "Beginnings: 'If Ifs and Ands were pots and pans, there'd be no work for tinkers.'" The foreword has two and a half pages on "Spreading the

Gospel," which means increasing book collecting, a subject very interesting at this time.

We undertook to quote a paragraph but we could not do justice to his point of view in this space, and we are taking the liberty of condensing and reparagraphing about one-third of the article in order that our readers may see some of his suggestions. He says: "The fault of the 'Hundred Best Books' is that there are only a hundred. . . . Yet I take it that the fashion of hunting set titles is more than imitative: modern conditions are

nothing if not commercial, and no collector can be blamed for buying books that have a reasonable chance of increasing in value, a consummation certain to be attained if the market is supported by steady purchasing. . . .

"I am convinced that the army of collectors could be increased, if the competitive spirit was studied and fostered. England and America must contain thousands of book lovers who refuse to take the plunge because they do not know what to collect compatible with financial safety. Why not increase the list to a thousand? No collector is worth his salt at a hundred; finis is only written by the arrival of a coffin or the broker's man, and if the beginner was given a lengthy list of titles carrying the stamp of authority, he would be comforted by the knowledge that he was buying on a rising market at prices that would not sag providing enthusiasm was maintained. Beyond any doubt the scheme would work; one safeguard only would be necessary, the compilation of the list being left to an authority whose taste and ability would be accepted without challenge. . . .

"Of the 900 extra a proportion would inevitably be famous books that already command high prices, but two-thirds would be rescued from the ashcan of neglect. If 'East Lynne' ranks as a high-spot, why not 'Guy Livingstone,' 'Under Two Flags,' 'Romance of War,' 'Lena Rivers,' 'The Yellow Aster,' 'The Woman Who Did,' 'Sorrows of Satan,' 'The Rosary,' and 'If Winter Comes'? Greatness, genius, faultless prose, a unique style are not enough. A representative range must be loaded with books that had a wide appeal, that because they were attuned to the spirit of the time they caught the popular fancy, and carry between the printed lines a record of the world in which they were born, the mentality and point of view of the generation that begat them.

"Last Autumn an exhibition of famous books was organized by the *Sunday Times* at Sunderland House; collectors and booksellers provided the exhibits, and the result was an extraordinarily attractive display of first editions with values ranging from ten thousand pounds to tenpence. I remember that Mr. Desmond Flower wrote to me asking for the loan of two books I had cataloged, 'The Lamplighter,' and 'The Sorrows of Satan.' Market value, something in the basement; attractiveness, very considerable indeed. The

books were unfortunately sold, and wishing to do what I could to help, I sent an offer of the first folio Spenser and a 'Wicked' Bible. They were courteously declined, and I now realize quite rightly, for their interest was not sufficiently general. The exhibits that attracted the most attention were the titles that are or have been household words: 'Captain Blood' and not 'Marius the Epicurean'; 'Gentlemen Prefer Blondes' and not 'Polyolbion'; a rush to 'Mrs. Caudle' (why is this lovable old hag only worth fifteen shillings?) and a flight from 'Alice Maltravers,' and so on, and so on. I am not belittling the big stuff, but defending the little 'uns. And are they so very little? I doubt it. Wagner at Covent Garden can hold us mute, but the composer of 'Ta-Ra-Ra-Boom-De Ay' or 'In Old Vienna' has added his bit to the sum of human happiness if during its playing—a big brass band and plenty of leg—he has made us feel proud, and filled us with an itch to kick round, and bite a policeman, and laugh at landlords. Broadcast an announcement that positively the last appearance of Coriolanus on any stage will be next Tuesday, and we shall be mildly surprised; but let it be the last appearance of Mae West, and half of us will be trampled to death in the crush. And not only should collectors take to heart the lesson of Sunderland House; public libraries might do worse than follow that lead; a small section or room given over to a permanent display of representative fiction would raise more interest than many a glass case stuffed with incunables that nobody ever reads because they can't; and wouldn't if they could.

"But I am wandering far afield; this preface was intended to be an attempt at a reasoned suggestion for a return of better times in collecting, to turn the present hesitancy in building libraries into a keen desire to excel and beat the man next door. Whether you sell or whether you buy, therein lies your salvation, and I should be quite happy in having my plan laughed out of court if somebody would introduce a better. One thing is certain; we—booksellers and collectors, every man-Jack of us—cannot stand still. Up or down: forwards or backwards: breaking or making. An axiom in life—*You Cannot Stand Still*. That being so, let us see the clutch doesn't slip into reverse, but remains in top gear until we have crested the hill.

"Heaven knows that there is sufficient scope: collecting could be increased a hundred fold, and still have room for more. As an example, let any bookseller consider his mailing list; mine is just short of 3,000, and remembering the population of Great Britain and America it can only be described as paltry. If the possession of a book is only coveted by one, then the book's value is nil. If by two, the purchaser buys on a rising market; if by many, it becomes gilt edged, but if by all, then the seventh Heaven will hold no joys that can compare. And so, by way of farewell, I urge you to spread the good news. For every one of us who can find a recruit to the Church Triumphant of Luttrell, Pepys and Dibdin, in the Ultimate Bibliography it shall be counted to him for righteousness sake."

Limited Editions of the Month

THE AILANTHUS PRESS

Bibliography of the First Editions of John Cowper Powys, by Lloyd Emerson Siberell, with an introduction by John Cowper Powys. Designed by Paul Johnston. 350 copies at \$3.50. (Cincinnati, Ohio.)

THE ARTHUR H. CLARK CO.

The Greater Southwest, by Rupert Norval Richardson and Carl Coke Rister, illustrated with 6 specially prepared maps. Printed in Caslon on hand-made deckle-edged paper and bound in cloth. 250 copies at \$6. (Glendale, California.)

HARPER & BROS. (Golden Hind Press, Madison, N. J.)

Wine from these Grapes, by Edna St. Vincent Millay, autographed by the author. Handset in 18-point Lutetia with special ligatures, printed on Worthy Charta paper and bound in linen backs, Ingres sides with a paper label. Designed by Arthur W. Rushmore at the Golden Hind Press and printed at the Harbour Press. 289 copies at \$12.50.

Wine from these Grapes, by Edna St. Vincent Millay, autographed by the author. Handset in 18-point Lutetia with special ligatures, printed on Shidzuoka Japan paper, and bound in genuine parchment backs, Ingres sides with gold stamping on spine. Designed by Arthur W. Rushmore and printed at the Harbour Press. Two volumes. 31 sets at \$50.

WALPOLE PRINTING OFFICE (Peter Pauper Press, New Rochelle, N. Y.)

Select Essays by Charles Lamb, with decorations by John Rudolph. Handset in Fournier type, printed on special Worthy ivory rag paper, bound in boards covered with decorated paper. 1000 copies at \$2. In leather binding \$5.

COLUMBIA UNIVERSITY PRESS (Bremer Presse, Munich, Germany)

The Lady of the Long Wall, translated from the Chinese by Genevieve Wimsatt and Geoffrey Chen, illustrated with reproductions in black and white of Chinese prints. Title and initials designed by Anna Simons. Printed on Zanders paper and bound in gold-stamped cloth. 550 copies at \$3.75.

HOUGHTON MIFFLIN CO. (Kenkyusha Printing Co., Tokyo, Japan)

Lafcadio Hearn, A Bibliography of His Writings, by P. D. and Ione Perkins, with an introduction by Sanki Ichikawa, professor of English in Tokyo Imperial University, illustrated with facsimiles. 300 copies at \$6.

A Rental Library of 1800

COLOPHON, Part 18, just issued, is made typical by widely varied excursions into the by-paths of collecting.

Particularly interesting to students of history of the booktrade is the account of Hocquet Caritat, who was the owner of a prosperous circulating library in New York at the end of the eighteenth century and the beginning of the nineteenth century and who was also a bookseller and publisher. Caritat, a Frenchman as his name implies, first appeared in New York periodicals in 1797 at 3 Pearl Street. In 1798 Caritat advertised that he had purchased the stock of John Fellows, Jr., 60 Water Street. Caritat issued the first of a half dozen book catalogs in 1797, and in his second year in New York he made the acquaintance of Charles Brockden Brown and published his first two novels for him. The author, LeRoy Elwood Kimball, is the Comptroller of New York University.

Other articles of special interest are "The Beginnings of the American Circus" by R. W. G. Vail, librarian of the American Antiquarian Society in Worcester, "Some Notes on the American Farmer's Letters," with a check-list of important writings, and "In Praise of Mrs. Behn."

Rare Book Notes

FREDERICK M. HOPKINS

FOR YEARS the Morgan Library has been the subject of controversy because it is not open to the public but is "for reference, research and study within its buildings to such persons as are duly accredited." Under these restrictions attendance at the library has been limited in the main to those who wished to use its literary treasures for such studies and research. This controversy is taking on the nature of a clamor—by the ignorant who know nothing of the treasures of the Morgan Library and the importance of their careful preservation. The Morgan collection contains many priceless books and manuscripts, and before there is further criticism of admission to its exhibitions by written application critics should know what they are talking about. The Morgan Library is not a circulating or popular library. Its space for research workers is limited, and fortunately those who need it for research work are just as limited. A glance at its contents emphasizes this point. Manuscripts in the collection range from illuminated ones of the sixth to the sixteenth century and Coptic manuscripts from Egypt, to the original manuscripts of such English classics as Scott's "Ivanhoe," Milton's "Paradise Lost," and Dickens's "Christmas Carol." Other items even centuries older include Greek and Egyptian papyri dating back to the third century B.C., Babylonian and Assyrian inscribed seals and cylinders and a collection of Roman, ancient Greek, Italian, English and American coins. Original etchings by Rembrandt are in the collection, as are mezzotints and drawings of other great artists. There is a large number of incunabula, or books printed in the first half century after the invention of printing. Nor is the collection confined to ancient or foreign manuscripts. It includes volumes of correspondence of George Washington, two volumes of letters and documents of the Revolutionary War campaign at Yorktown, autographed letters of Abraham Lincoln and Grover Cleveland and the manuscript of Theodore Roosevelt's autobiography. And there are many priceless manuscripts of American authors including those of Whitman, Hawthorne, Whittier, Lowell,

Poe, and others. If these manuscripts and books were in the Library of Congress at Washington, they would be in a library within a library, protected by every safeguard known to experts, and possibly even more difficult to see and use than they are now. If these treasures were a part of the New York Public Library, Boston Public Library, or the Newberry Library of Chicago, their use would be limited to those who could give a satisfactory reason for seeing them. It is amazing that the press of New York will give voice to the ignorant clamor of those who apparently think that such treasures are for the use of the average reader, or for the curious to whom their contents, in many cases, means nothing.

WE HAVE RECEIVED the announcement that Elkin Mathews, Ltd., rare book dealers of London, intend to issue a quarterly sheet entitled, *Bibliographical Notes and Queries*, to consist entirely of bibliographical questions and answers by subscribers. The subscription price will be 10s. 6d. a year. In the prospectus just received the publisher says: "Such a forum where bibliographical puzzles can be regularly ventilated is much needed, and, if the response is sufficiently large, both in subscriptions and in questions and answers, it is expected, eventually, to publish the paper monthly. The editor's function will be merely that of sorting the answers and sending them to the printer in their proper order. He does not intend to take an authoritative line on any subject, although he will contribute to the discussions as a subscriber whenever possible. There will be no editorial matter whatsoever. The contents will consist solely of question and answer. At the end of the year there will be a full index to its contents. The purpose of this sheet being purely bibliographical, no questions relating to the value of books will be printed. There will be no advertisements and no offers for books for sale or wanted. In short, the paper will exist solely to serve those interested in the solution of bibliographical problems, and no one concerned in its production has any axe to grind, financial or otherwise."



The brass doors of the new rare book room of the Library of Congress are decorated with panels showing historical printers' marks; in the lower right corner is the mark of Bruce Rogers

A. J. A. SYMONS discussed the Carter-Pollard book of nineteenth century forgeries in the September *Book Collector's Quarterly*. Accepting the evidence of Carter and Pollard as conclusive, he urges three known principals to give what information they can in establishing the responsibility for the forgeries. R. Clay & Sons, who printed some, and perhaps all, of the forged pamphlets, can doubtless give important information if so inclined. Thomas J. Wise, the outstanding authority on these pamphlets, is asked to define the exact circumstances under which he obtained his stock. And Herbert Gorfin, the bookseller who disposed of quantities of the forgeries for Mr. Wise, who now denies the latter's assertion that Forman was the source of supply and insists that Wise had previously given him a totally different story of their origin, is invited to reveal the nature of that story. It is now urged that Clay, Wise and Gorfin must tell what they know about the forgeries to clear themselves of complicity. It is believed that sooner or later the truth about the whole wretched affair will be known.

A DISCOVERY hailed as an important bibliographical event was made when "The Primer, or Book of Hours, of Sarum Use," printed in London in 1484 by William de Machlinia, was discovered last month. It is said to be the earliest book with illustrations printed in London and the earliest illustrated edition of the primer. Until a comparatively recent period the primer printed by Wynkyn de Worde in 1494 was regarded as the earliest English edition, and only after patient research was it established, from fragments found in book bindings and elsewhere, that earlier editions had been printed by William Caxton and Machlinia. Of the Caxton editions, it is believed that the sole surviving representative in book form is in the Morgan Library. The rest of the Caxton and Machlinia editions consist of stray leaves discovered in various libraries. None of these leaves have any woodcut illustrations. The primer is printed in octavo size vellum and contains 100 out of a possible 108 leaves. Several pages are surrounded by woodcut borders. The newly discovered primer is in the possession of a Bond Street, London, bookseller.

FORMATION OF an International Poe Society, with Richard Gimbel of Philadelphia as president, was announced on October 7th, the eighty-fifth anniversary of the death of the poet. Mlle. Suzanne D'Oliviera Jackowska of Paris, founder and president of the French society, Les Amis d'Edgar Allan Poe, was the guest of honor. Other officers of the International Poe Society are Mlle. Jackowska; Douglas S. Freeman, head of the Poe Society in Richmond, Va.; Kenneth Rede, head of the Poe Society in Baltimore; Agnes Repplier and Robert B. Nelson, Jr., of the University of Virginia, vice presidents; Anthony Frayne, curator at the Poe house, secretary, and Franklin G. Watkins of Philadelphia, treasurer.

THE BODLEIAN LIBRARY at Oxford boasts of the recent gift of the tiniest book ever printed. It is one-quarter of an inch in height and three-sixteenths of an inch in width, weighs a grain and a half, the size of type used on each page is three-thirty seconds of an inch in height and five-thirty seconds in width. It is a translation into English verse of the *Rubáiyát* of Omar Khayyám and was printed by the Commonwealth Press at Worcester, Mass. These measurements were given in a cablegram from London.

WE HAVE RECEIVED an octavo catalog of first editions selected from the works of ninety-nine American and English authors, from Anton Gud, 636 East 13th Street. The books are moderately priced, in fine condition and in their original bindings. "Incidentally," says Mr. Gud, "this catalog is, to the best of my knowledge, the first contemporary bookseller's catalog to be printed by hand and hand sewn."

THE MEMORY OF Robert Louis Stevenson has recently been commemorated in a series of postage stamps designed for use in the western territory of Samoa. On the six-penny stamp is a view of the house at Vailima, and on the shilling stamp is shown a picture of his tomb at the top of Vaca Hill.

THE ORIGINAL MANUSCRIPT of a poem entitled "Elegy on My Sister Franklin," which is believed to be the earliest literary manuscript of Benjamin Franklin, has just been presented to the University of Pennsylvania Library by a group interested in adding to the Library's collection on Franklin. This elegy, inspired by the death of a sister-in-law of Franklin, was never published. It was written on four pages of note paper sometime between 1719 and 1721, when Franklin was about fifteen years of age. The poem was recently purchased at auction. Formal presentation of the manuscript was made by Dr. William Pepper, dean of the University's School of Medicine and a descendant of Franklin.

CHARLES F. HEARTMAN says that the new edition of the "Bibliography of the New England Primer" is making great progress. "We have already received the second proof sheets," he says. "Close to three thousand individual corrections have been made, consisting of either typographical errors, corrections of a word or line; close to one hundred new editions, almost three hundred newly-located copies, and a historical record of all New England Primers as far as they appear in auction and bookseller's catalogs will be included."

AMONG THE FEATURES of "Points—Second Series" by Percy H. Muir is a list of 87 bibliographies of modern authors which have been published in recent years and an estimate of their usefulness and reliability. The volume is No. VIII in the *Bibliographia*

Series (R. R. Bowker Co., \$5.00). "Points—First Series" has been out of print since publication.

MAY 18TH, of next year, will be the seventy-fifth anniversary of the nomination of Abraham Lincoln for president, and The Press of the Pioneers, New York, announces that it will issue on that date an edition of his complete works assembled for the first time in a single volume. The book is being edited by Rufus Rockwell Wilson. It will include in chronological order every important letter, address and state paper written, delivered or prepared by Lincoln, from his appeal in March, 1832 to the voters of Sangamon County for their support in his first candidacy for a seat in the Legislature of Illinois, down to his last public speech delivered on the evening of April 11, 1865, before his assassination.

UNTIL VERY RECENTLY only six copies of John Norton's "The Redeemed Captive," published in Boston in 1748, were known to be in existence. Lucy Eugenia Osborne, custodian of the Chapin Library, has recently reported a seventh copy in that institution, whose existence was not generally known before. Miss Osborne says that it is "a very nice copy and Mr. Chapin has always been very much pleased that he was able to get it, which he did some years ago from Lathrop C. Harper." This example will be included in the short-title list of Chapin-Americana which is to appear after the publication of the reports for 1935 and 1936.

Auction Calendar

WEDNESDAY AND THURSDAY AFTERNOON, OCTOBER 24 AND 25, AT 2:15. Library of the late Thomas Hughes Kelly, including his renowned collection of books about Ireland. (Items 601.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

WEDNESDAY AFTERNOON, OCTOBER 24, AT 2:15. Japanese color prints. (Items 202.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

Catalogs Received

AMERICANA, AUTOGRAPHS AND PRINTED MATERIAL. (No. 28; Items 115.) The American Autograph Shop, Ridley Park, Pa.

AMERICANA, CANADA, CENTRAL WEST, CIVIL WAR, EXPLORATION, ETC. (No. 35.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

BOOKS ON OHIO. The Burrows Brothers Co., Guardian Bldg., Arcade, Cleveland, Ohio.

RECENT PRIVATE LIBRARY PURCHASES. (Items 96.) Stanley O. Bezanson, 31 Ames Bldg., 1 Court St., Boston, Mass.

THEOLOGY, PHILOSOPHY, BIOGRAPHY, HISTORY SETS. (No. 108.) Blessing Book Stores, Inc., 63 East Adams St., Chicago, Ill.

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United States before the year 1850 in the
original wrappers.
Porter. Pollyanna.
Longfellow. Hiawatha. Large paper illustrated.
1891.

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Broadsides of American Poems published before
1850.
Hemans. Boston Edition of Poems.
O. Henry. Two Women.
Jack London. Any works published by Street &
Smith.
Rostand. Cyrano de Bergerac. 1st ed.
Murger. La Vie Boheme. 1st ed.
Mark Twain. Prospectuses and Other Advertis-
ing Matter.
Bumstead. Readers.
Alexander. Hymns for Children.
Holland, J. G. Association items.

Johnson's Bookstore, 1379 Main, Springfield, Mass.
Davenport. Value and Distribution.
Oppenheim. Old titles.
Stony & Loonis. Millions for Defense.
Zachry. Personality Adjustm'ts of School Children.

Edw. P. Judd Co., New Haven, Conn.

Glasgow. Life and Gabriella.
Nogales. Four Years Beneath the Crescent.
Brahms. Herzogenberg Corr.

Judson Press, 1107 McGee St., Kansas City, Mo.
Encyclopedia Britannica. 13th or 14th ed. Good
condition.
The Travels of Jesus. Stout. Good condition.

Junior League Lib., 221 E. 71st St., New York
Grove. Dict'y of Music. 6 vols. '28 ed.
Oxford History of Music. 7 vols. '32 ed.

S. Kann Sons Co., Book Dept., Washington, D. C.
Moore. Hearts of Hickory. 2 copies.

Kaufmann's, Book Dept., Pittsburgh, Pa.

Truth About Morocco. Afalla. 1934 ed.
In Jesuit Land. Kochel. 1912 ed.
Down the Orinocoos in a Canoe. Heinemann. 1902.
Head Hunters of the Amazon. English ed. only.
Faust. Bayard Taylor trans. 1874 ed. Pt. 2.
Mail and Chain and Makers. Labor Platform
Series No. 2. 1888.
Socialist Party in Ireland. 1897.

Keats Book Store, 64 Court St., Binghamton, N.Y.
Burroughs. Wake Robin. 1st ed.

Kendrick-Bellamy Co., 16th at Stout, Denver, Colo.
Stanton Davis Kirkham. Ministry of Beauty; As
Nature Whispers. Pub. Paul Elder.

John G. Kidd & Son, 19 E. 4th St., Cincinnati, O.
History of European and American Sculpture.
Chandler Post.
Reveries. Galsworthy.
Mark Twain. "1601." Grabhorn ed.
D. H. Clark. Female.

Korner & Wood Co., 1512 Euclid Ave., Cleveland
Hopkins. Magic.
Mason. Horace Walpole's England.

Kroch's Bookstores, 206 N. Michigan Av., Chicago
Adams, S. H. Little Miss Grouch.
Alliott. Centrifugal Dryers and Separators.
Brandeis. Main Currents in 19th Century Litera-
ture.
Chronicles of America. Benjamin Franklin ed.
26 vols. Spotless condition.
Cline, Otis A. Prince of Peril.
Guerin. Catalog of Forain's Etchings and Dry
Points.
Haggard. Allan's Wife.

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Kroch's Bookstores—Continued

Harper's Magazine. July 1904 issue.
Herbert, J. A. Illuminated Manuscripts.
Lowrie. Monuments of Early Christian Art.
Martin. Design and Construction of Steam Turbines.
Mead. Gentle Art of Columning. Brentano's.
Mills. Behavior of Prices.
Not at Night.
More Not at Night.
Rodzianko. Reign of Rasputin. Stokes.
Salaman. The Charm of the Etchers Art.

Kruse Antiquariat, Sta. B, Box 4352, Kansas City, Mo.

Christian Science. All current books.

Lasalle & Koch Co. Book Shop, Toledo, O.

Caspary. Ladies and Gents; Music in the Street; Thicker Than Water.
Engle. American Song. 1st ed.

Lauriat-Bartlett & Co., 385 Washington, Boston

Bielschowsky's Goethe. Trans. by Cooke. 3 vols. Putnam. 1905.
Burke, Kenneth. On Interpretation.
Childe, Charles Francis. Letters of.
Cram. Frankincense and Myrrh.
Ensko. Makers of Early American Silver.
Irving. Genealogy.
Lay. Freedom of City.
Light, W. Light on Roosevelt Movement.
Locomotive Encyclopedia of American Practice. 1930 ed.
Lyons, Dr. A. Heart to Heart.
Michael, C. D. President Roosevelt.
Miles, A. H. In the Lion's Mouth.
Smith. John Hanson, First President.
Strauss. American Spent; Under Ex-Administration.
Warner. Mr. Fortune's Maggot.
Wells. Omnibus of Short Stories.

Leary, Stuart Co., 9 S. 9th St., Philadelphia, Pa.

Jenning. The Texas Ranger.

Lenox Hill Bookshop, 1186 Madison Ave., N. Y.

Drinkwater. Pilgrim of Eternity. Byron.
H. K. Lewis & Co., Ltd., 136 Gower St., London, W.C.1, Eng.
American Jrl. of Clinical Pathology. Vols. 1 to date.
Buckaman. Law of Periodicity.
Walters. Exact Science of Health.
How to Cook Fish. 1908. Putnam.

Little Acorn Book Shop, 34 N. Union St., Pawtucket, R. I.

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B. Login & Son, 29 E. 21st St., New York

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Stephen Collins. Any books by or pertaining to.
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Jackson. Bronchoscopy, etc.
Magazines. Chemical, Medical, Scientific.

Long's College Bk. Store, J. C. M., Lincoln, Nebr.

Dalton. Aspects of Inequality of Incomes.
Hendricks. Fact and Theory of Psychoanalysis.
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Amos, Sheldon. The Science of Politics.
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Loring, Short & Harmon, Portland, Me.

Johnson. American First Editions. Bowker. 1932.
Sinclair. Burned Bridges.
Bachelder. Dawn.

Lowman & Hanford Co., 1515 2nd Ave., Seattle

True Story of the Conquest of Mexico. Trans. from Spanish. 2 vols.
Gleig's Wonderful Book.
Shadows of the Stage. Winter.
Ten Years of Secret Diplomacy. Ed. Morel.

Lulworth, Inc., Books, 758 Madison Ave., N. Y.

Flowering Judas. Katherine Porter.
Theatre Street. Karsavina.

E. S. McCawley & Co., Station Rd., Haverford, Pa.

Tory Lover. Sarah Orme Jewett.
Tragedies of the Medici. J. E. Staley. Brentano's. \$4.00. 1924.
Nothing But Wodehouse. Ed. Ogden Nash. Doubleday. \$2.39. 1932.

McClelland & Co., 26 N. High St., Columbus, O.

Cinema Murder. Oppenheim.
Mother's Letter. Alexander. Kenedy.

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Politzer. Diseases of the Ear. Early ed.

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 Lay. Man's Unconscious Conflict.
 Pach. George Seurat.
 Howard, Geo. Bronson. Pages from the Book of
 Broadway.

Myers & Co., 102 New Bond St., London, W. 1
 Anderson. Masonic Constitutions. 1723. Frank-
 lin's reprint. 1734.
 Masonic Books, Pamphlets, MSS., etc., in English.
 Before 1800.
 Speed. Theatre of Great Britain.
 Blaeu. Atlas. Great Britain vol. only.
 Saxton. Atlas.
 Thornton. Temple of Flora. Large folio. c. 1797.

Nedwick's Book Store, 16 N. Dearborn, Chicago
 Hewlett, M. Pan and the Young Shepherd; Mask
 of Dead Florentines; Songs and Meditations.
 Withers. Chronicles of Border Warfare.

New Deal Book Store, 5 E. 14th St., New York
 Caged Lion. C. M. Yonge.
 Quits. Baroness Tautpoeus.

N. Y. State College Co-op., Albany
 Ganson. Desert Mavericks.
 Clay. Henry Clay—American Crisis Biographies.
 Vidal. Principles of Human Geography. Holt.

N. Y. University Press Book Store, 239 Greene St.
 Karl Pearson. Grammar of Science.

Harold Ober, 40 E. 49th St., New York
 The Common Lot. Robert Herrick.

Old Book Cellar, 1334 Spruce St., Berkeley, Calif.
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 Radcliffe. Mysteries of Udolpho.

Old Book Shop, 134 Royal St., New Orleans, La.
 Ferris. The African Abroad. 2 vols.
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 by Faith; Circumstantial Evidence; Slim
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Old Corner Book Store, 50 Bromfield St., Boston
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 Musical Portraits. Paul Rosenfeld.
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 Mountain Verities. Humphreys.

O'Malley's Book Store, 1064 Lexington Ave., N. Y.
 Amherst College. Prints, autographs, books, or
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 Fox's Book of Martyrs. Any ed.

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 Brantley. Contract.
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 Mary Derwent. A. S. Stephens.
 Fairchild Family Little by Little or Erick.
 Fuch. Ophthalmology. Trans. Alex Duan. 6 cop.
 Care of the Insane and Hospitalization. Page.
 Strange Case of Gunner Ramley. Morris.
 Abt's Complete Pediatrics. Lat. ed.
 Mind That Found Itself. Beers.

J. Ray Peck, 34 W. 47th St., New York
 Abbott. Great Painters.
 Cezinsky. 18th Cent. Eng. Furniture.
 Jameson. Symbols and Legends.
 Janes. Fighting Ships. 1919.
 Mitchell. Business Cycles. 1913.
 Saudek. Psychology Handwriting. Others.
 Williamson. Book of Amber.

Pa. State College Lib., State College, Pa.
 Early English Text Society:
 Original ser.: 13, 77, 81-82, 84-91, 94-97, 103,
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Recreation. Vol. 25, no. 1. April, 1931.

Pulp and Paper of Canada. Vol. 35, nos. 4-5. April-May, 1934.

Anatomical Record. Vol. 1, no. 1. April, 1909.

Ecology. Vol. 3, no. 1. 1922.

Perine Book Company, 1411 University Ave., S.E., Minneapolis, Minn.

Alfred Ayres. The Verbalist.

Personal Book Shop, 95 St. James Ave., Boston

American Song. Engle. 1st ed. D. D.

Enterprise: Story of Defense of America's Cup in 1930. H. Vanderbilt. Scribner.

Pettibone McLean, Inc., 14 W. 1st St., Dayton, O.

Book of Knowledge. Recent ed. 2nd hand set.

Gibbons. Decline of Roman Empire. 3 vols.

Don Marquis. Sonnets to a Red-Haired Lady. Doubleday.

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Russell, C. E. Stories of the Great Railroads.

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Howard F. Porter, 11 E. 48th St., New York

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Ghyka. Le Nombre D'or. 2 vols.

Map of Virgil's "Aeneid."

Brooklyn Museum Quarterly. Oct., 1922.

Hudson River Portfolio. Complete.

Milbert. Itineraire Pittoresque Du Fleuve Hudson. Paris. 1828. Plate vol. only.

Cyclopedia of Useful Knowledge. 1835.

Lucke. Alexander Des Grossen. 1873.

Wild. Views of Philadelphia. 1838.

Quote all York County (Pa.) material.

Post Office News Co., 71 W. Monroe St., Chicago

Criminal Sociology. Enrico Ferri.

A Little Land and a Living.

Three Acres and Liberty. B. Hall.

Conquest of the River Platt. Cunningham-Graham.

History of Freedom of Thought. Burke.

Powers, Book Dept., Minneapolis, Minn.

Best American Short Stories for 1919. O'Brien.

History of Pilgrims and Puritans. 3 vols. Joseph

D. Sawyer. Pub. by Century Hist.

The Painted Veil. Somerset Maugham.

Presbyterian Bk. Store, Sixth Ave., Pittsburgh, Pa.

Lucecock. Preaching Values of Old Testament;

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Apostolic Fathers. Lake.

History of Christian Church. Complete. Schaff.

Princeton University Lib., Princeton, N. J.

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Moses, Bernard. The Spanish Dependencies in

South America. 3 copies.

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Princeton University Store, Princeton, N. J.

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Putnam Bookstore, 2 W. 45th St., New York

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Hamlet. Chiswick Shakespeare. Japan pp., white cloth.

Hard. Some Vermonters.

Hare. Olympians and Other Poems.

Harnack. History of Dogma.

Hawkins. History of Music; Sketch of Creek Country.

Hayden. Geological Report of Explorations Yellowstone and Missouri Rivers. 1869.

Haywood. Ulster Ballads.

Herbert. Sportsman's Vade Mecum. Ed. by Dinks. 1850. 1st ed.

Heywood. Perugia.

Hilton. Lost Horizons. 1st ed.

Columbia Co. Geography.

Hogarth. Philip & Alexander of Macedon. Lond. 1897.

Holder. Holders of Holderness.

Holland. Talitha Cumi.

Hooker. Long Dim Trail.

Horace trans. Sir Stephen De Vere. Unit Library.

Houghton. Neighbors.

Howes. Crete Forerunner of Greece.

Hughes. American Secretaries of State. 1929. Vols. 1-10.

Huguenots of Colonial S. C.

Huguenots in France and America. 1843.

I. C. S. Cotton Textile Handbook. 1913 ed.

Iron Door.

Irving. Sketch Book. Westminster ed.

Ives. Essays Before a Sonata. 1920.

Jackson. Denise and Ned Toodles.

James. Castle of Ehrenstein; Emblem of Fidelity; Profit Sharing & Stock Ownership for Employees. 1926.

Jamesons in America. About 1900.

Jefferson's Works. Vol. 1 only.

Jellinek. Declaration of Rights of Man. Trans. Farrand.

Jones. Lyric Diction.

Josephus. Single vol. Wiston trans.

Jusserand. French Ambassador at Court of Charles 2nd.

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Kavanagh. John Hanson.

Keele. Upper Stewart Region.

Kelland. Little Moment of Happiness; Scatter Good Baines.

Kenyon. Argonauts of Amazon. Lond. 1901.

Kettle. Early American Glass.

Kingsley. Stars of Love.

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Kirkpatrick. Lectures on History 19th Century. 1904.

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Knife Throwing. Any books on.

Labaree. Royal Government in America. 1930.

Laing. Sea Witch. 1st ed.

Langs trans. of Homeric Hymns.

Larry, Dominique Jean. Life of.

Las Casas French Text. Lond. 1823. 8 vols.

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 London, Samuel.
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 Lord's Prayer in 100 different languages. (80's.)
 Love Letters of Great Men and Women.
 Lover's Handy Andy. Ills. Brock. 1894. Single vol.
 Lubbocks. China Clippers. 1st Eng. ed.
 Ludlow. Hasheesh. 1836-70.
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 Reader's Digest. 1921-1933.
 Norton. Modern Blending.
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 Hansen, Stephan. En Egn. Copenhagen. 1905.
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Roe Bookstore, San Antonio, Tex.
 Spanish Missions of the Old Southwest. Cleve
 Hallenbeck. Doubleday.

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 Nonesuch Shakespeare. Reasonable.

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 Kathleen Millay. Hermit Thrush; Evergreen Tree.
 Cobb. Goin' on Fourteen.
 Arkwright. The Pointer and His Predecessors.

Charles Scribner's Sons, 597 Fifth Ave., N. Y.
 Aiken. Scepticisms.
 Barth. Word of God and the Word of Man.
 Blanchan. Wild Flowers. N. Y. 1914. Green cloth. 9x4x7".

Brooks. Pilgrimages of Henry James.
 Burleigh, B. G. Sirdar and Khalifa; Natal Campaign.
 Caedmon. Poems. Tr. by Kennedy.
 Cleghorn & Fisher. Fellow Captains.
 Croly. History of the Woman's Club Movement in America.

Davis, C. G. Ship Models.
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 Gage. Correspondence with Secretaries of State. Vol. 1.

Gilligan, F. J. Morality of the Color Line.
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Charles Sessler, 1310 Walnut St., Philadelphia, Pa.
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 Carr-Saunders. The Population Problem.
 Cook, J. E. Mohun. Wearing of the Gray.
 Coal Resources of the World. 3 vols. c. 1913.
 Ege. Pioneers of Old Hopewell.
 Dinsmore. Aids to the Study of Dante.
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STRAIGHT FACTS FOR STRAIGHT THINKING

By *Newton D. Baker*

NEWTON D. BAKER, CHAIRMAN
NATIONAL CITIZENS COMMITTEE

1. It is true that billions are being spent by the Government in order that people may not die of cold and hunger.
2. But these billions, divided among the families in need, average for each family only about \$24 a month.
3. And 70% of the free hospital services in the United States for the needy sick are provided by voluntarily supported hospitals. The sick among the unemployed number 48% more than among the employed.
4. Likewise public health nurses, also supported by your voluntary gifts, report that 66% of all their visits in 1933 were in homes unable to pay for the service rendered.
5. 30% more children have had to be removed from their own homes and cared for by voluntarily supported children's agencies.
6. Two-thirds of all the arrests for crime involve persons between the ages of 15 and 24 years. Millions of boys and girls living under conditions destructive to character need the character-building services of your recreation agencies.
7. A man may die of despair, as well as of hunger, for suicides, numbering 15,368 in 1928, grew to 20,927 in 1932. This shows that more and more people are ceasing to value the only kind of life they are able to attain.
8. America cannot be rebuilt by relief measures alone.
9. Your local community chest needs your support during this year of rebuilding human hope and morale. It supports hospitals, clinics, child-care organizations, character-building agencies and many other social services.
10. When you give in your city, you strengthen the forces of civilization in the neighborhood in which you live.

1934 MOBILIZATION FOR HUMAN NEEDS

HOW TO RUN A RENTAL LIBRARY

by
Groff Conklin

CONTENTS

- I. PRELIMINARY SUGGESTIONS
1. Introduction.—2. Qualifications for Running a Library: A. Practical Business Attitude and Experience. B. Capital. C. Love and Knowledge of Books.—3. Summary.
- II. LOCATION, LAYOUT AND EQUIPMENT
1. Location: A. In the Home. B. In a Store.—2. Lease.—3. Sharing Space.—4. Equipment: A. Condition of Store. B. Shelves. C. Furniture. D. Cash Register or Till. E. Stationery. F. Store Room.—5. Store Arrangement.—6. Sales Helps.—7. Summary.—8. Buying an Existing Library.
- III. LIBRARY STOCK
1. Introduction.—2. Divisions and Arrangement of Stock.—3. Buying of Stock: A. Aids to Stock Selection. B. The Purchase Budget. C. From Whom to Buy. D. Discounts.—4. Preparation of Stock: A. Book Jackets. B. Store Jackets.—5. Remainders.—6. Cash Reserve.—7. Buying Used Books.—8. Older Titles.—9. Reprints: A. Reprints at Lower Rate.—10. Resale of Used Books.—11. Children's Section: A. Well-Rounded Children's Library. B. Children's Reprints and Series.
- IV. LIBRARY SYSTEM
1. Introduction.—2. One-Card Entry System: A. Customer Card. B. Card Files. C. Information Required; Deposits. D. Finding a Customer's Card. E. "Peak" Business Method.—3. Overdue and Reserve Notification.—4. Library Rates: A. Regular. B. Non-Fiction.—5. Reasons Against Charging a Fee.—6. Conserving Deposits.—7. Customers Sign Cards.—8. Numbering Books: A. The Book Card. B. Book Card as Stock Control. C. Daily Book-Entry Record.—9. Dating Books, How to Figure a Book's Earnings.—10. Procedure in Per-Day Rental.—11. When to Retire Books.—12. Lost Books and Confiscations.
- V. FOR SALE STOCK
1. Introduction.—2. Books for Sale?—3. The Books-For-Sale Market.—4. Buying.—5. Reprints.—6. Non-Fiction.—7. Stock Control Cards.—8. Display Methods.—9. Other Types of Merchandise: A. Greeting Cards. B. Magazines. C. Magazine Subscriptions. D. Stamps. E. Stationery.—10. Summary.
- VI. BOOKKEEPING METHODS FOR A RENTAL LIBRARY AND SMALL BOOKSHOP
1. Introduction.—2. Bank Account.—3. Daily Income Sheets.—4. Tabulation of Sales: A. Deposit Each Day.—5. Expense Sheets: A. Petty Cash. B. Monthly Form.—6. Cumulative Profit and Loss Report.—7. Inventory: A. Stock Inventory. B. Non-Fiction Inventory. C. Reprint Inventory. D. Summary.—8. Further Forms: A. Various Charts.—9. Bookkeeping Procedure.—10. Conclusion.
- VII. ADVERTISING AND PUBLICITY
1. Introduction.—2. Free Advertising: A. Help from Friends. B. Hand-Made Posters. C. Help from Public Library. D. Various Tie-Ups. E. Window Display.—3. Paid Advertising: A. Professionally Designed Posters. B. Business Cards. C. Distribution of Book Lists. D. Display Advertisements.—4. House-to-House Calls?—5. Free Delivery and Mailing.
- VIII. OTHER TYPES OF LIBRARIES
1. Introduction.—2. Libraries in a Department Store or General Merchandise Store.—3. In a Drug Store, Stationery Store, Tea Shop.—4. In a Hotel or Club.—5. Mail-Order Library; Delivery Library.

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